

JAN 24 1925

©CIL 21067 C

A FOOL AND HIS MONEY

Photoplay in six reels

~~Story~~ By Geo. Barr McCutcheon ✓

Adapted by Douglas Z. Doty ✓

Directed by Erle Kenton

Author of the photoplay (under section 62)
Columbia Pictures Corporation of U.S. ✓

JAN 24 1925

Washington, D. C.

Register of Copyrights
Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following
named motion picture films deposited by me for registration of
copyright in the name of Columbia Pictures Corporation

A Fool and His Money - 6 reels

Respectfully,

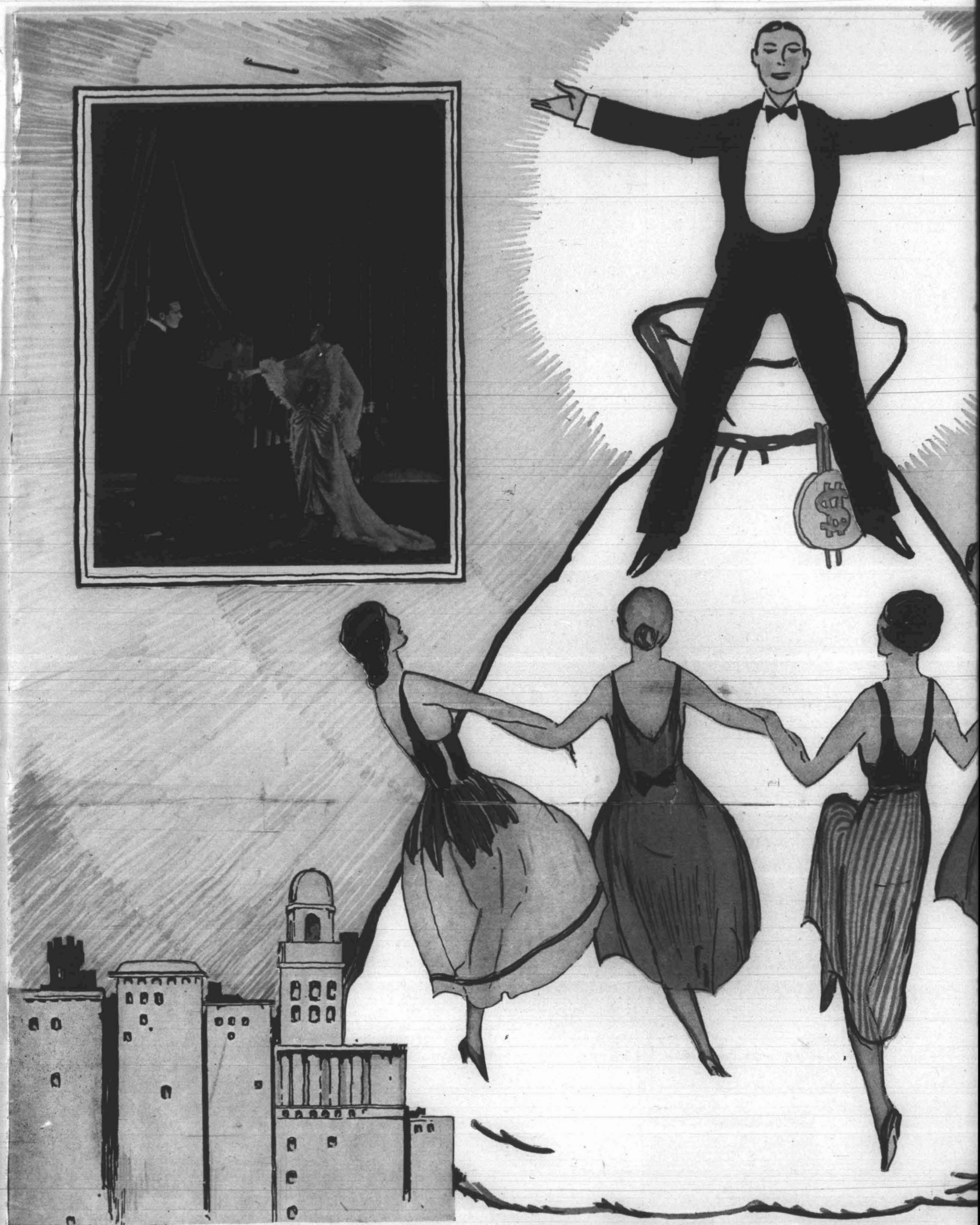
FULTON BRYLAWSKI

The Columbia Pictures Corporation
hereby acknowledges the receipt of two copies each of the
motion picture films deposited and registered in the Copyright
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A Fool and His Money	1-24-25	©CIL 21067

The return of the above copies was requested by the said
Company, by its agent and attorney on the 24th day of
Jan. 1925 and the said Fulton Brylawski for himself, and as
the duly authorized agent and attorney of the said Company,
hereby acknowledges the delivery to him of said copies, and
the receipt thereof.

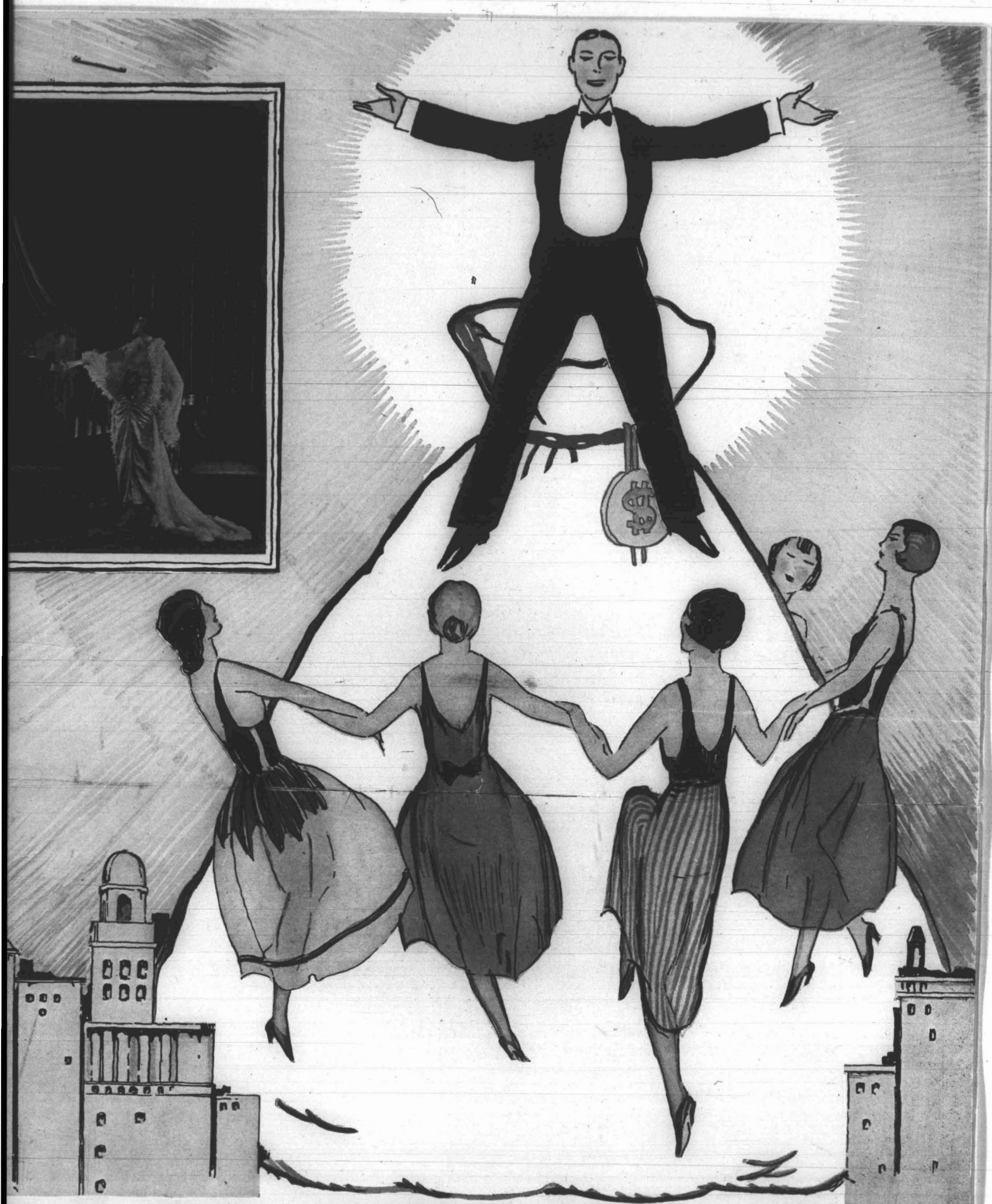
JAN 28 1925



'A FOOL AND HIS MON

FROM THE SENSATIONAL BOOK
BY GEORGE BARR McCUTCHEON

FEATURING MADGE
WILLIAM HAINE

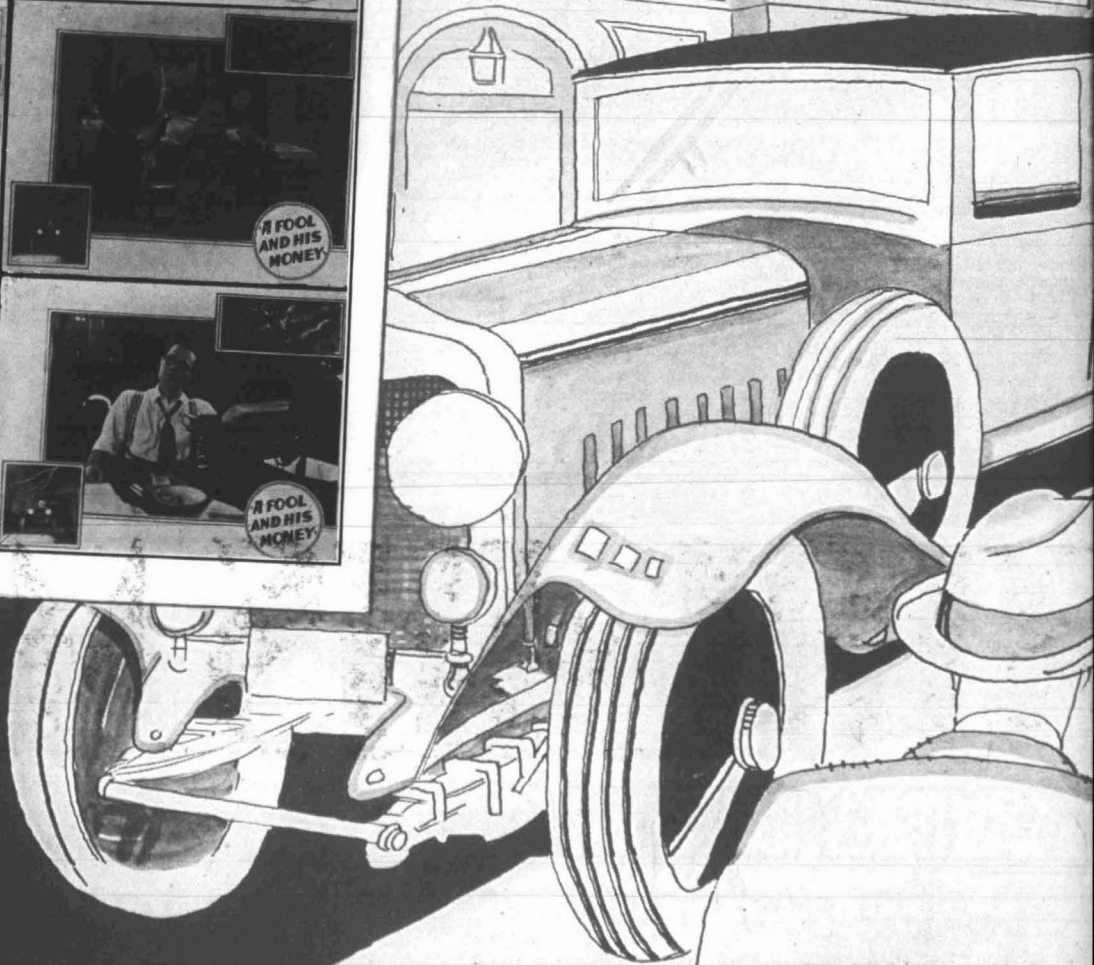


FOOL AND HIS MONEY

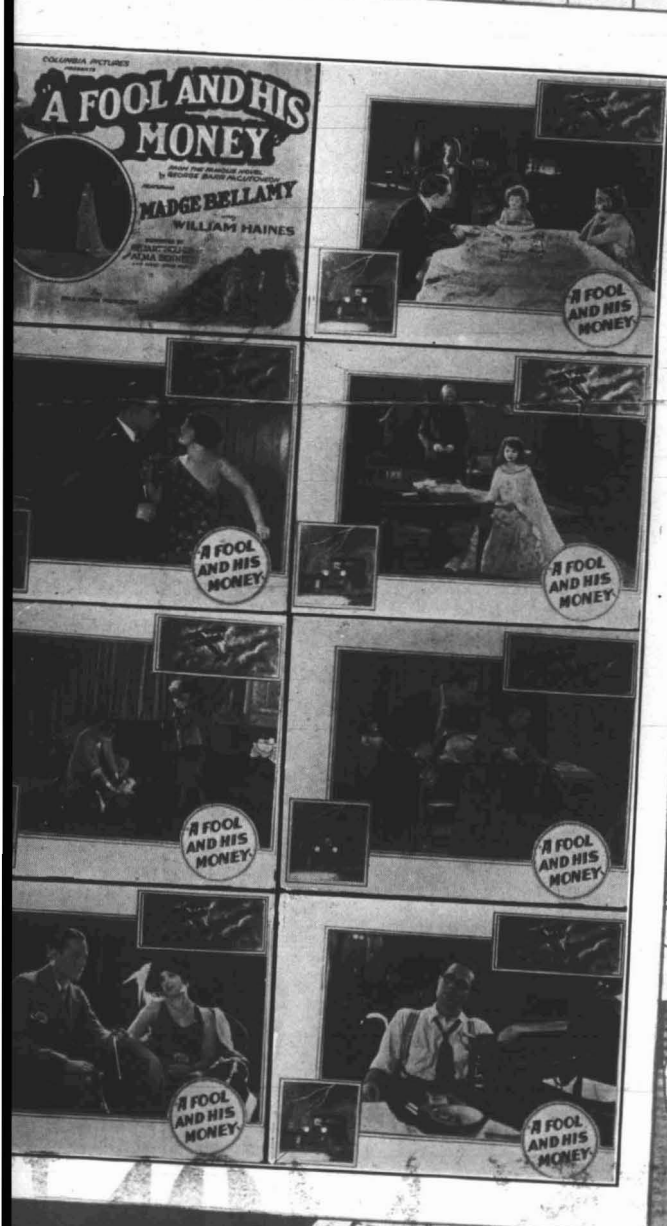
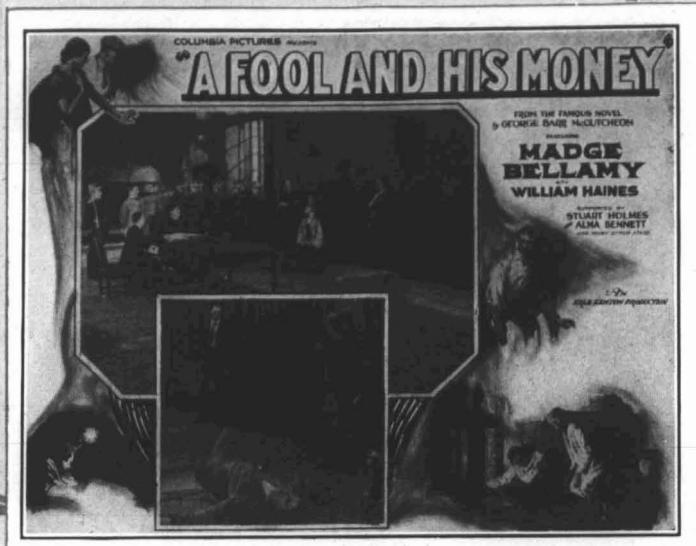
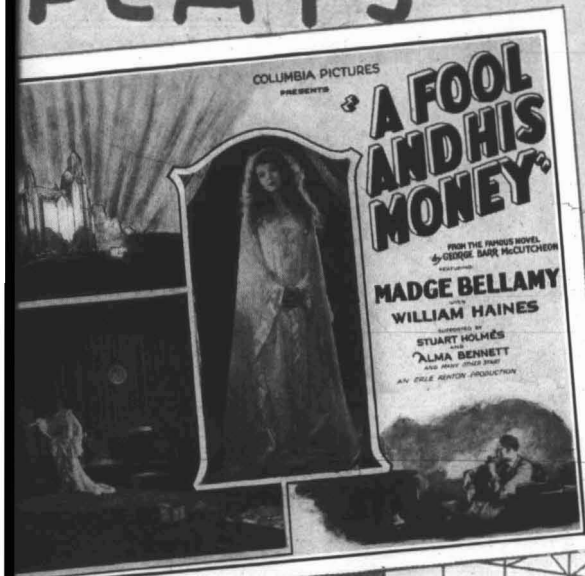
THE SENSATIONAL BOOK
BY BARR McCUTCHEON

FEATURING MADGE BELLAMY
WILLIAM HAINES

LOBBY DISPLAYS



BBY PLAYS



DISPLAY ADVERTISING

Three more well drawn cuts to use. The smaller ones can be used where newspaper space is expensive. Variety suitable for use in any medium.



3 Col. Ad Cut No. 1

are indeed soon parted. However he always had wanted to own a real castle with a ghost and everything. He got them. See William Haines and Madge Bellamy in this excellent film version of George Barr McCutcheon's popular novel.



A FOOL and his MONEY

"Ten thousand dollars or I'll say you attacked me." Any man with money is a fair victim for an unscrupulous woman. This young fool was caught the very first time. See—

A Fool and His Money

from the novel by

GEORGE BARR McCUTCHEON

—Featuring—

MADGE BELLAMY
WILLIAM HAINES
STUART HOLMES
ALMA BENNETT

and a marvellous supporting cast.

Directed by Erle Kenton.



Three Col. Ad. Cut No. 2

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A FOOL and his MONEY

MADGE BELLAMY
WILLIAM HAINES
STUART HOLMES
ALMA BENNETT
and a marvellous supporting cast.

Directed by Erle Kenton.

1 Col. Ad Cut No. 3

PLAY ADVERTISING

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3 Col. Ad Cut No. 1

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Three Col. Ad Cut No. 2

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WILLIAM HAINES
STUART HOLMES
ALMA BENNETT

and a marvelous support-
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Directed by Erle Kenton.

1 Col. Ad Cut No. 3

DISPLAY ADVERTISING

Six more well drawn cuts to use. The smaller ones can be used where newspaper space is expensive. A great variety suitable for use in any medium.

A FOOL and his MONEY

The ghost went with the castle he bought, but he did not expect that it would be a live one. Madge Bellamy is the ghost who makes William Haines flaunt the courts of old Europe.

See these two and other famed actors in George Barr McCutcheon's story.

A FOOL AND HIS MONEY

Featuring

WILLIAM HAINES
STUART HOLMES

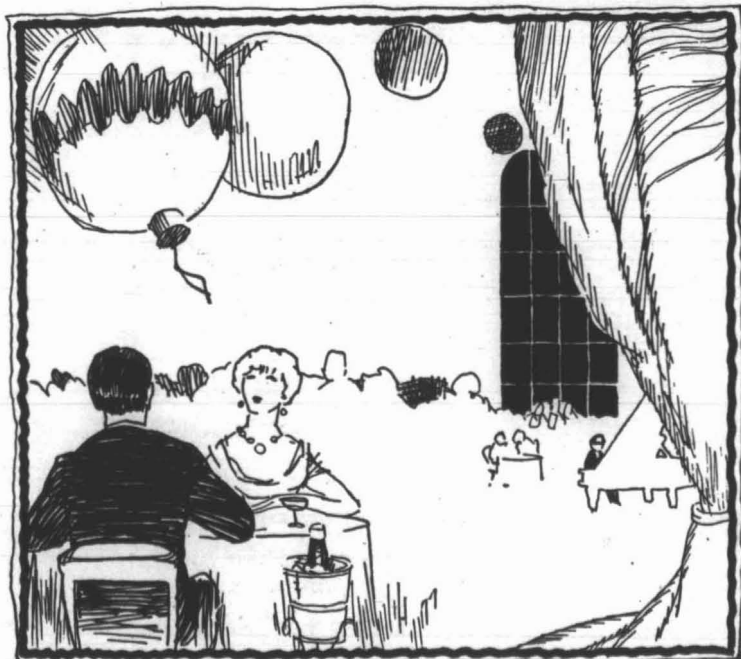
MADGE BELLAMY
ALMA BENNETT

and a strong supporting cast including

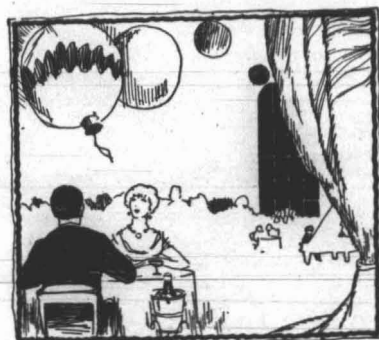
Charles Conklin
Eugenie Besserer
Edwards Davis

Lon Poff
Carrie Clark Ward
Baby Billie Jean Phyllis

An Erle Kenton Production.



2 Col. Ad Cut No. 4



1 Col. Ad Cut No. 5

The story of a young man who carries the sword of modern romance to old world Europe and conquers an American girl. See

WILLIAM HAINES
MADGE BELLAMY
STUART HOLMES

in

A FOOL AND HIS MONEY

By George Barr McCutcheon
An Erle Kenton Production.



1 Col. Ad Cut No. 6

He bought a castle with a ghost, only the ghost turned out to be a real live American girl.

See

A FOOL AND HIS MONEY

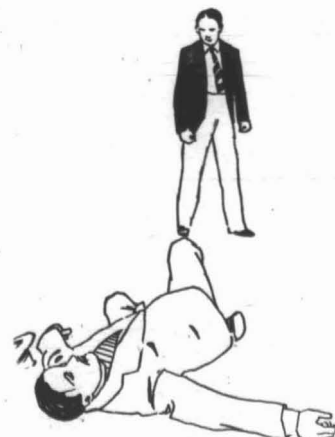
By

George Barr McCutcheon

Featuring

MADGE BELLAMY
WILLIAM HAINES
STUART HOLMES
and an all-star cast.

An Erle Kenton Production.



1 Col. Ad Cut No. 7



1 Col. A

All the world
all the world
lover who is

A FOOL AND HIS MONEY

George B

F

MADGE

WILLIAM

Sup

STUART

ALMA

and an

An Erle K



1 Col. A

A Delightful

George B

A FOOL

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WILLIAM

MADGE

Sup

STUART

ALMA

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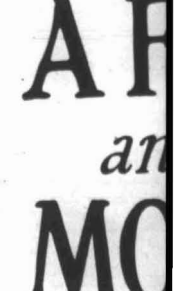
Edw

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Carrie

Baby Bil

An Erle K



1 Col. A

DISPLAY ADVERTISING

Six more well drawn cuts to use. The smaller ones can be used where newspaper space is expensive. A variety suitable for use in any medium.

A FOOL and his MONEY

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FOOL AND HIS MONEY

Featuring

HAINES
HOLMES

MADGE BELLAMY
ALMA BENNETT

and a strong supporting cast including

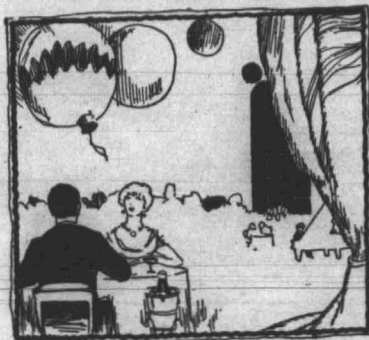
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rds Davis

Lon Poff
Carrie Clark Ward
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A FOOL AND
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By George Barr McCutcheon
An Erle Kenton Production.



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A FOOL AND
HIS MONEY

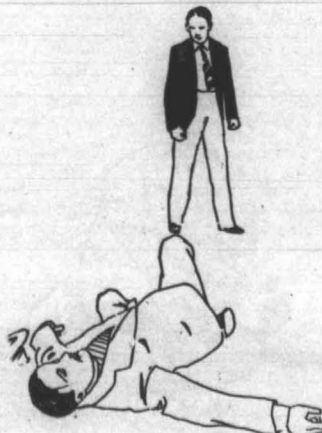
By

George Barr McCutcheon

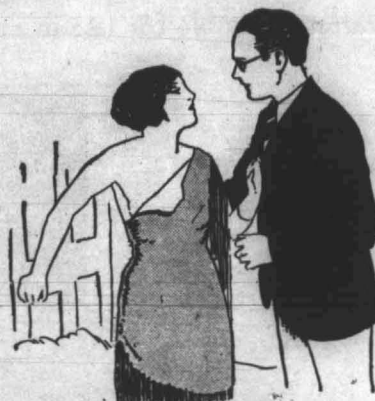
Featuring

MADGE BELLAMY
WILLIAM HAINES
STUART HOLMES
and an all-star cast.

An Erle Kenton Production.



1 Col. Ad Cut No. 7



1 Col. Ad Cut No. 8

All the world loves a lover and all the world feels sorry for the lover who is afraid to propose.

A FOOL AND
HIS MONEY

By

George Barr McCutcheon

Featuring

MADGE BELLAMY
WILLIAM HAINES

Supported by

STUART HOLMES
ALMA BENNETT

and an all-star cast.

An Erle Kenton Production.



1 Col. Ad Cut No. 9

A Delightful Romance from the Story by

George Barr McCutcheon
A FOOL AND HIS
MONEY

Featuring

MADGE BELLAMY
WILLIAM HAINES

MADGE BELLAMY
WILLIAM HAINES

Supported by

STUART HOLMES
ALMA BENNETT

Charles Conklin

Eugene Besserer

Edwards Davis

Lon Poff

Carrie Clark Ward

Baby Billie Jean Phyllis

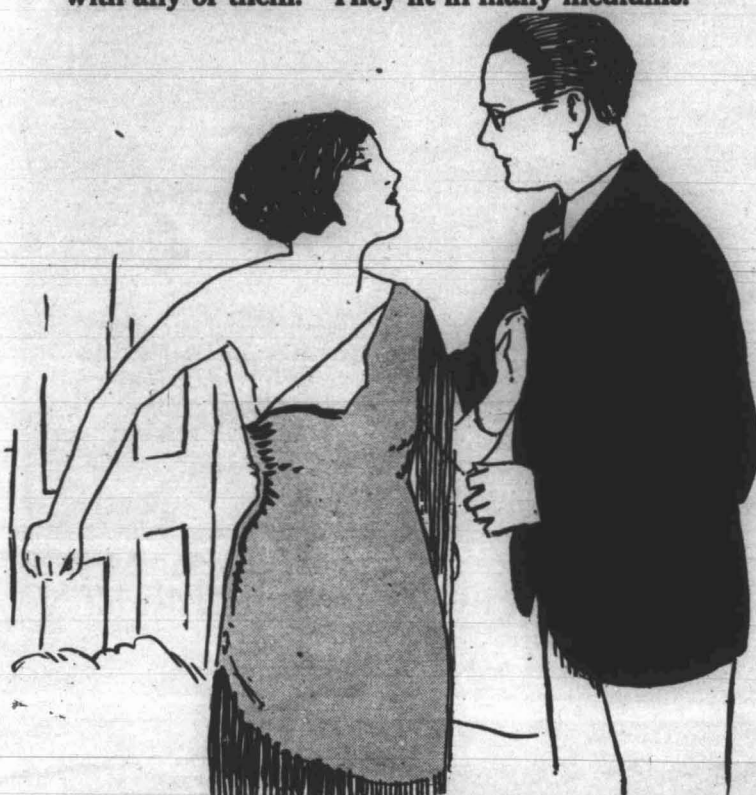
An Erle Kenton Production.

A FOOL
and his
MONEY

1 Col. Ad Cut No. 10

DISPLAY ADVERTISING

Three ad cuts that can be used in the newspaper or in your heralds. If you wish you can make a big display with any of them. They fit in many mediums.



2 Col. Ad Cut No. 11

Catch Lines and Ad Copy

A delightful picture made from a delightful romance.

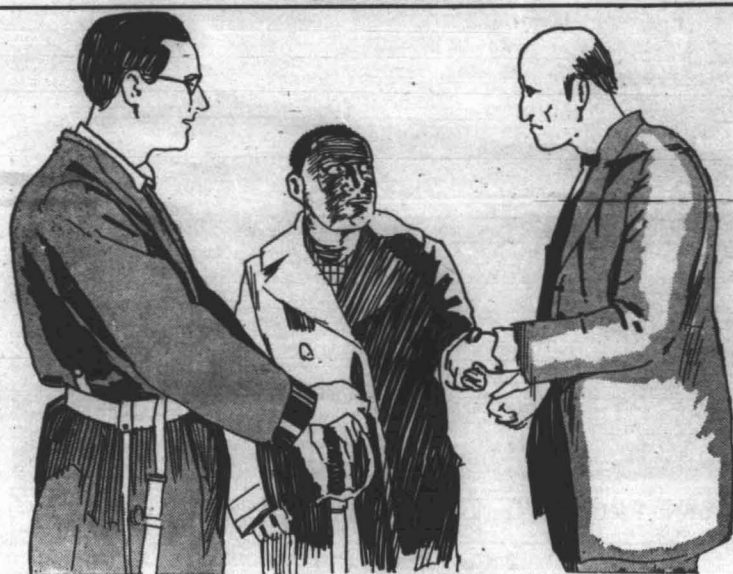
A boy whose castles in the air came to earth and stayed.

The story of a ghost which was not a ghost.

George Barr McCutcheon's romantic novel, "His Money," done into a picture with, if possible, a better story than the book.

A beautiful girl as a fugitive from the law and a young writer who brought her out of her troubles.

What would you do if you were handed three hundred thousand dollars? This boy bought himself a castle and a ghost and a lot of trouble. George Barr McCutcheon's delightful romance about it and the picture match in every way.



2 Col. Ad Cut No. 12

WE propose in this press book to help you in making the most of your advertising and exploiting this production.

we show you how to handle your audience, how to make the most of your conditions; the exhibitor knows his own locality and what is best in the way of publicity and advertising. So in addition to publicity and advertising material for "A BOY WHOSE CASTLES IN THE AIR CAME TO EARTH AND STAYED" we just furnish you the tools. Your Press Book a real service. Everything in it is practical. It is as suitable for the smallest as for the largest. We do not attempt to go into local conditions at all but only with forms of exploitation that will prove successful in all conditions. The local problems are left to you to be fitted to solve them. One thing we are sure of, "A BOY WHOSE CASTLES IN THE AIR CAME TO EARTH AND STAYED" is an audience made production. The combined abilities and brains of a carefully chosen group of men and experienced men were used in producing this production from the audience point of view.



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DISPLAY ADVERTISING

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Catch Lines and Ad Copy

A delightful picture made from a delightful romance.

A boy whose castles in the air came to earth and were real.

The story of a ghost which was not a ghost.

George Barr McCutcheon's romantic novel, "A Fool and His Money," done into a picture with, if possible, a wider appeal than the book.

A beautiful girl as a fugitive from the law and a romantic young writer who brought her out of her troubles.

What would you do if you were handed three hundred thousand dollars? This boy bought himself a castle and with it he got a ghost and a lot of trouble. George Barr McCutcheon wrote a delightful romance about it and the picture matches the story in every way.



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Scenes Cut from *A FOOL AND HIS MON*

Here are six two-column scene cuts that tell a story and will put your picture over big.



SCENE FROM 'A FOOL AND HIS MONEY'

2 Col. Scene Cut No. 14



SCENE FROM 'A FOOL AND HIS

2 Col. Scene Cut No. 17



SCENE FROM 'A FOOL AND HIS MONEY'

2 Col. Scene Cut No. 15



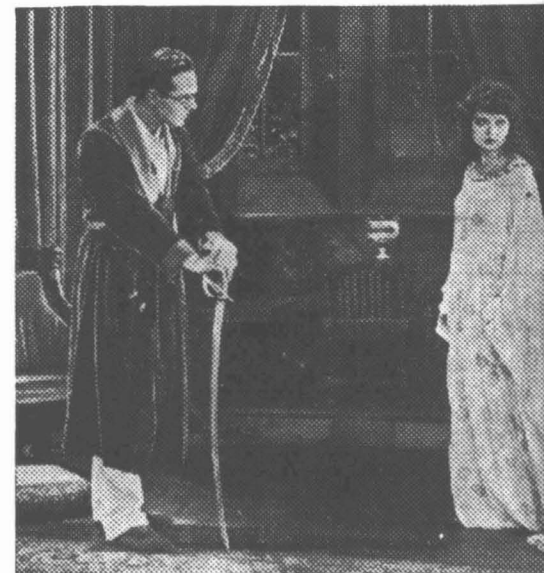
SCENE FROM 'A FOOL AND HIS

2 Col. Scene Cut No. 18



SCENE FROM 'A FOOL AND HIS MONEY'

2 Col. Scene Cut No. 16



SCENE FROM 'A FOOL AND HIS

2 Col. Scene Cut No. 19

Scenes Cut from *A FOOL AND HIS MONEY*

Here are six two-column scene cuts that tell a story and will put your picture over big.



FROM 'A FOOL AND HIS MONEY'

2 Col. Scene Cut No. 14



SCENE FROM 'A FOOL AND HIS MONEY'

2 Col. Scene Cut No. 17



FROM 'A FOOL AND HIS MONEY'

2 Col. Scene Cut No. 15



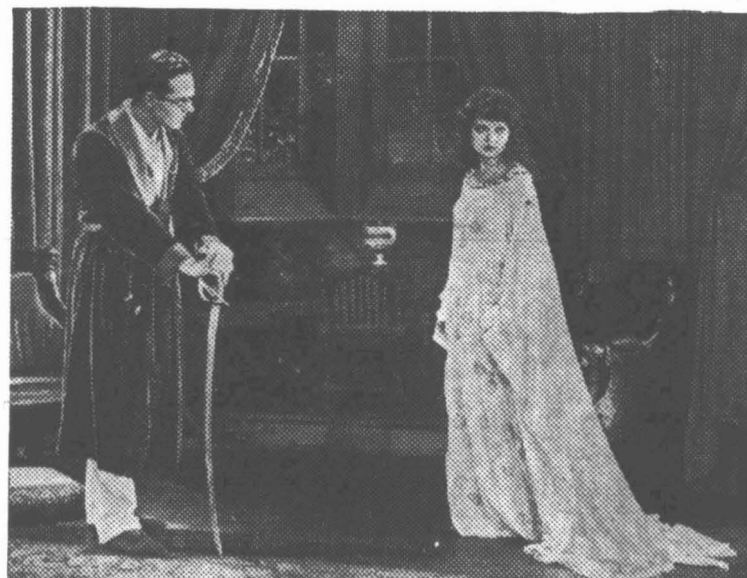
SCENE FROM 'A FOOL AND HIS MONEY'

2 Col. Scene Cut No. 18



FROM 'A FOOL AND HIS MONEY'

2 Col. Scene Cut No. 16



SCENE FROM 'A FOOL AND HIS MONEY'

2 Col. Scene Cut No. 19



A NATIONAL BOOKSELLERS TIE-UPS

TIE-UPS on this picture can be very well worked out with the book-sellers in your neighborhood. Grosset & Dunlap, 1140 Broadway, New York City, are issuing a special movie edition of the novel using stills from the picture as illustrations. This is a way of getting the picture talked about in your town and is money in the pockets of yourself and also the bookseller.

A Fool and His Money

JAN 24 1925

—By—

©CIL 21067

GEORGE BARR McCUTCHEON

Appeared in the Cosmopolitan Magazine, then in book form with over forty million copies in circulation.

—STORY—

John Smart, hack writer with family traditions and the family sword from the revolution, received two lawyers and when they left he was richer by three hundred thousand dollars from an uncle who he hardly knew. Smart gave them an order to buy him a castle in old Laupheim which was being sold by the Count Von Pless who had just finished spending the fortune his young American wife had brought him and who had divorced him and run away with their child.

Across the hall in Smart's boarding house is Annette Ritazi and a woman she calls "mother." A pair of gold-diggers who are aware of Smart's good fortune and try to force him into giving them ten thousand dollars of his money. They are foiled by George Washington Stubbs, formerly the janitor of the boarding house and now the personal valet of John Smart, the new owner of the Von Pless castle of Laupheim.

After the Smarts leave the United States for Laupheim, secret service men arrest Annette and deport her to her own country which happens to be Laupheim.

When John Smart and his valet arrive at Laupheim they are received by the former couple who took care of it and who have been kept on. Their reception is anything but friendly and they are told many stories which seem to be for the purpose of scaring them. The first night they are told of the family ghost which walks about at odd hours.

Stubbs sees the ghost and while the pair, master and servant rush into the great hall they see a panel close and then the old servant tries to keep them from entering. Pushing him aside John Smart rushes through a passageway and runs into a big room in the east room which was supposed to have been a ruin and walled off from the rest of the castle. He finds a drawing room sumptuously furnished and in it a beautiful girl with a child who seems to be her young daughter. At her

request to keep her secret he withdraws and then recollects that this is the divorced wife of Count Von Pless who had been so cruel to his wife.

This girl tells him of the husband's cruelty and gains his sympathy and his promise of protection from her former husband, who is looking for the little child which had been left in his custody and which he was expecting to practically send back to his wife's father for another fortune. Smart plans to help her get out of the country.

From this time on Smart is the idol of the castle, and he has many pleasant times with his secret guest, who was the only ghost the castle ever had.

One evening Annette Ritazi turns up at the castle and sees the former Countess with the stolen child. She rushes to tell the Count, who is in the town below dissipating the proceeds of the sale of his castle. The Count comes up and demands the custody of the child which the court had awarded him. Smart refuses him and sends the old servant away to put into execution the plan which he has made for their escape. Smart by this time has fallen completely in love with this girl, and when the Count comes back with soldiers and the law to help him, he fights and keeps them off till the girl and her daughter manage to escape in an airplane after a terrible fight. Smart is haled before a court, which confiscates Smart's castle, and deports him to the U. S.

Smart is back in the old boarding house, starving as he used to. The fool and his money have been parted. Since he would not ask her the Countess resolves that he will marry her, but he will not because he is poor. George Washington Stubbs has been left behind and discovers a treasure in the old castle which the Count had never been able to find. All is well and the story closes with everybody pleased and a sign on Smart's door reading, "Do Not Disturb."

The Players

MADGE BELLAMY
WILLIAM HAINES
STUART HOLMES
ALMA BENNETT
CHARLES CONKLIN

LON POFF
CARRIE CLARK WARD
EUGENIE BESSERER
EDWARDS DAVIS
BABY BILLIE JEAN PHYLLIS

Directed by Erle C. Kenton
Adapted by Douglas Doty
Continuity by Dorothy Howell

Titles by Walter Anthony
Edited by Jack Kelly



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A Fool and His Money

JAN 24 1925

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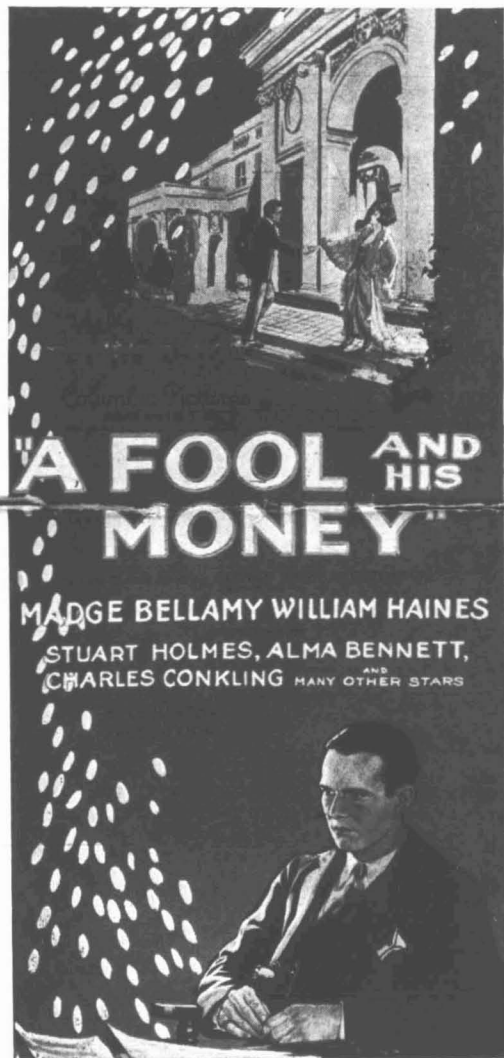
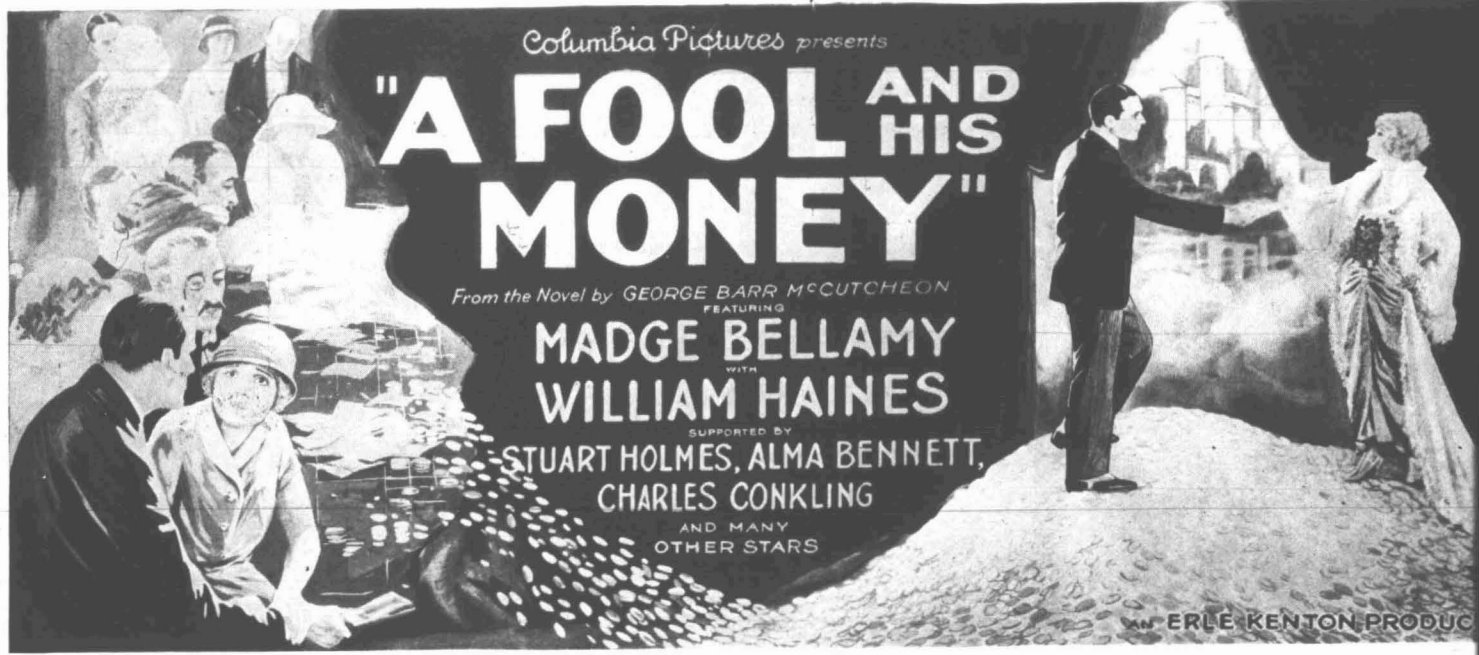
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Continuity by Dorothy Howell

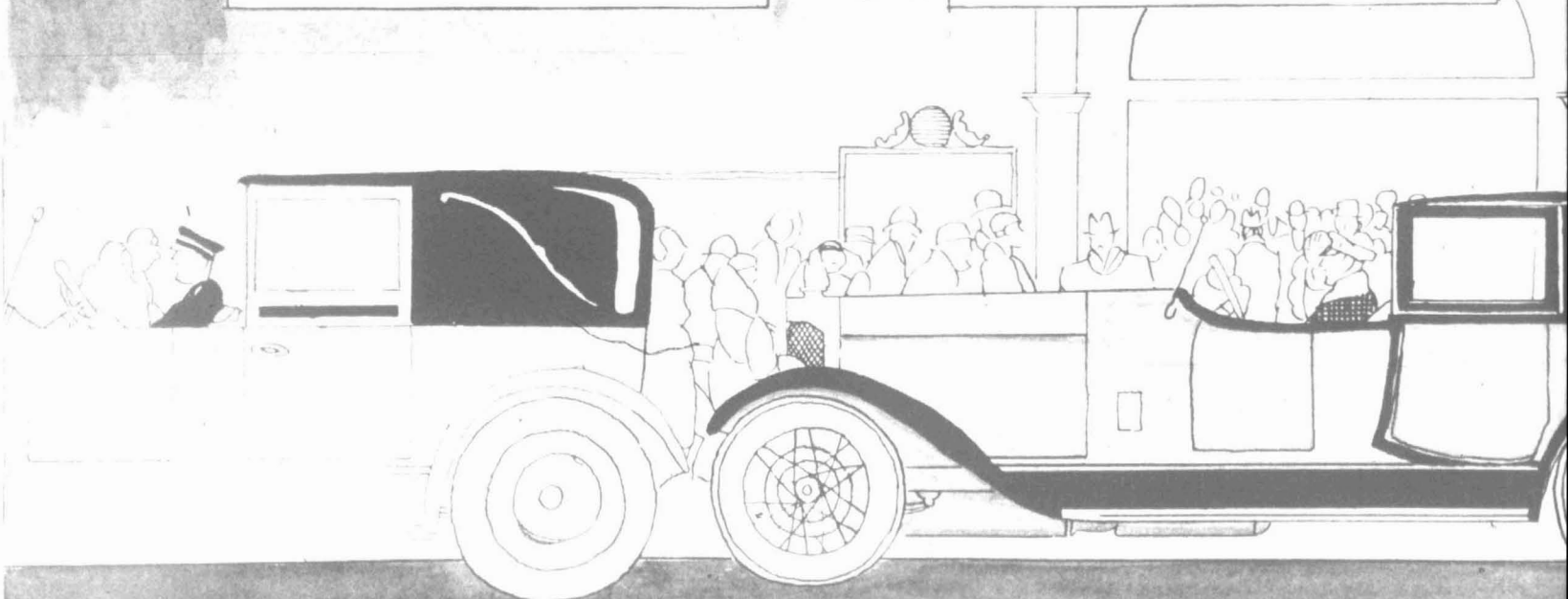
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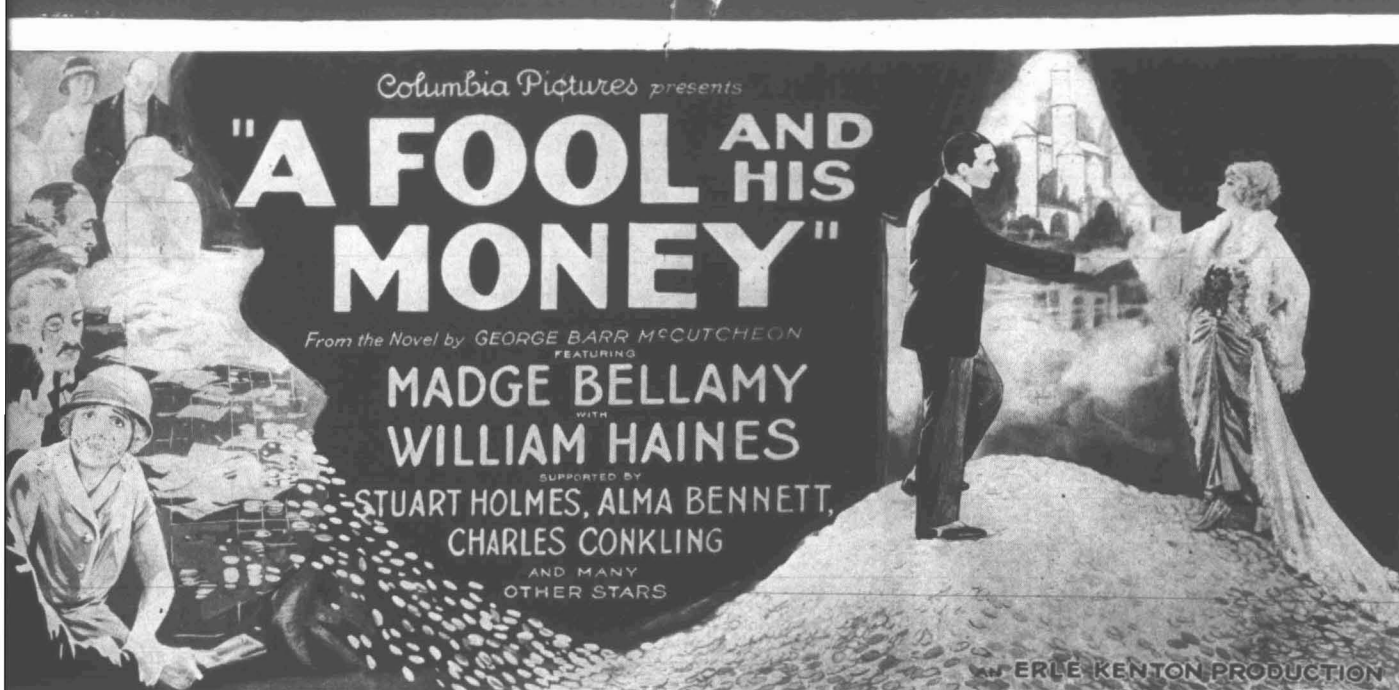
24 SHEET



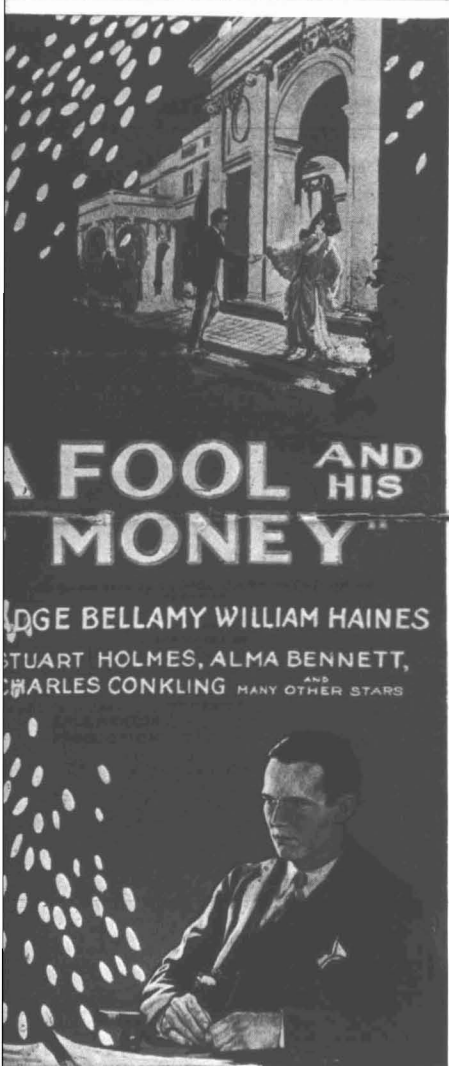
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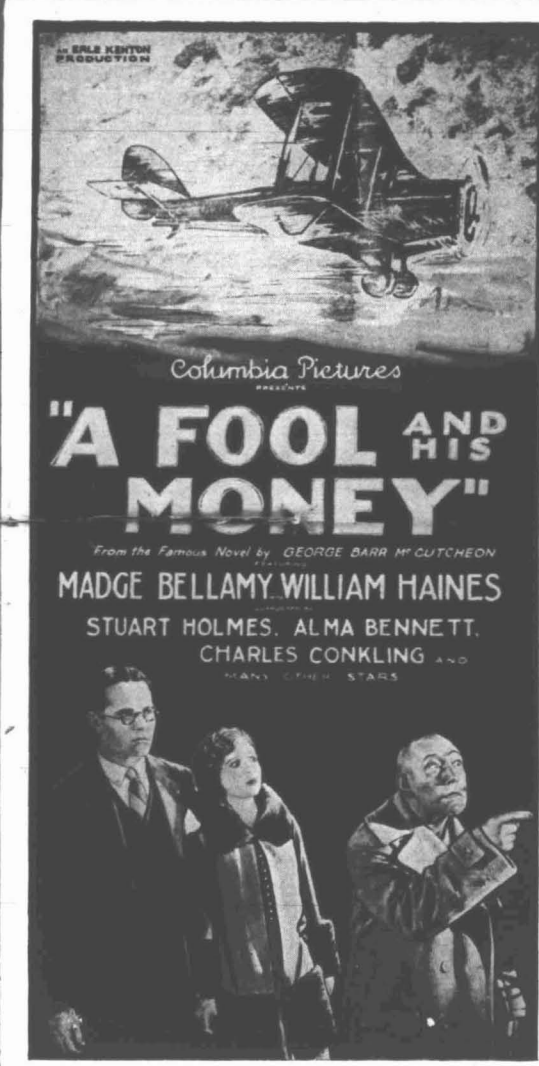
24 SHEET



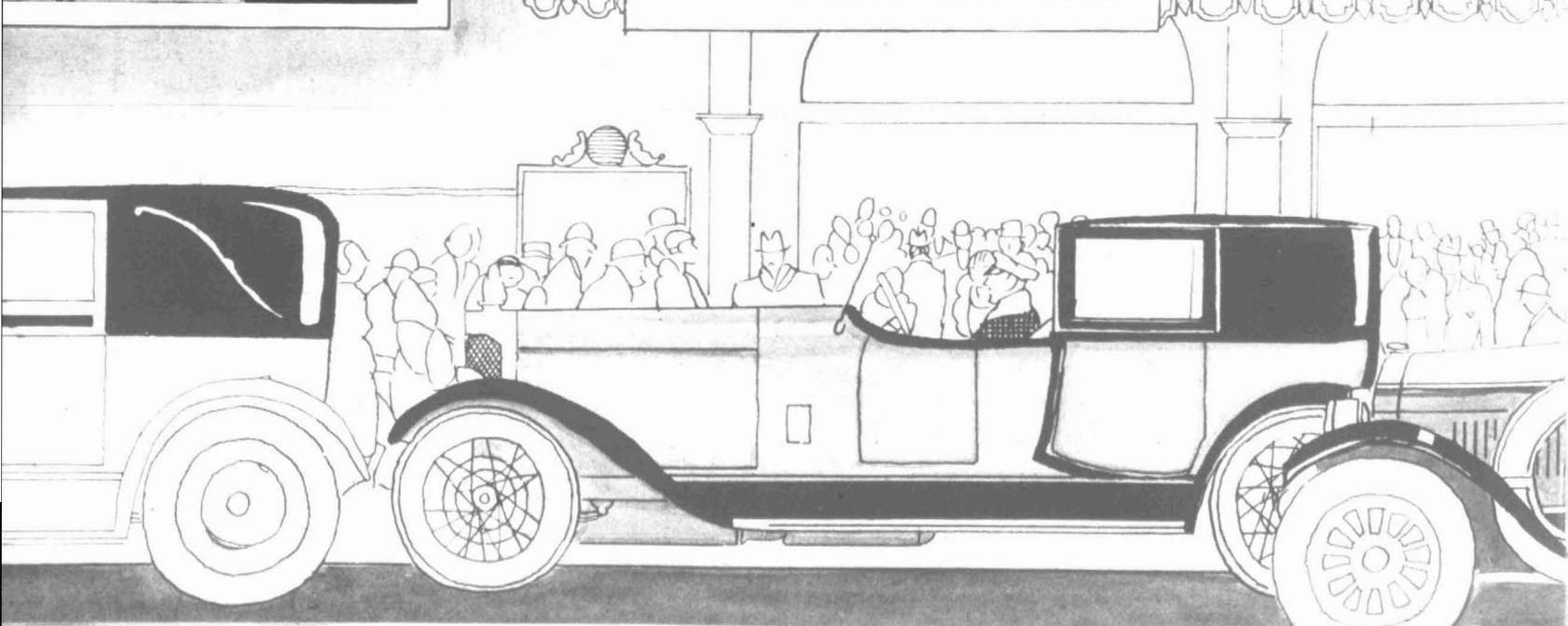
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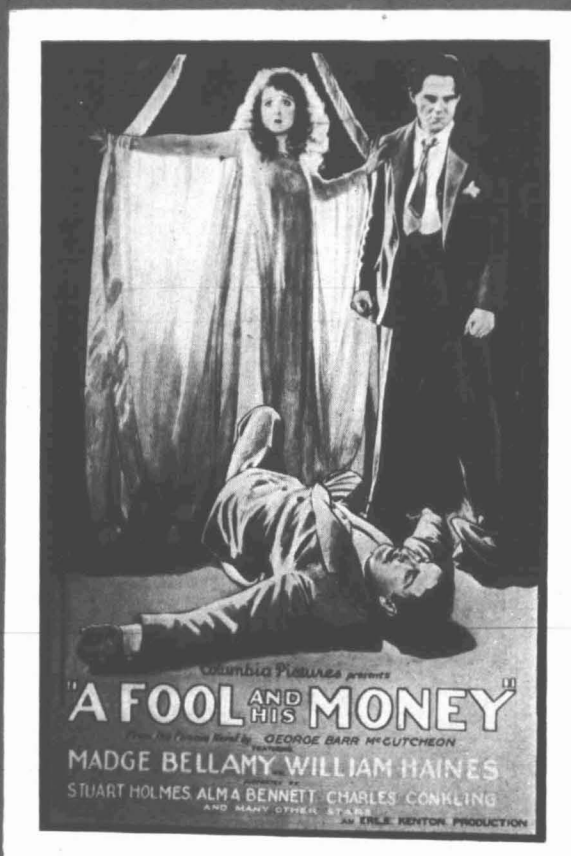
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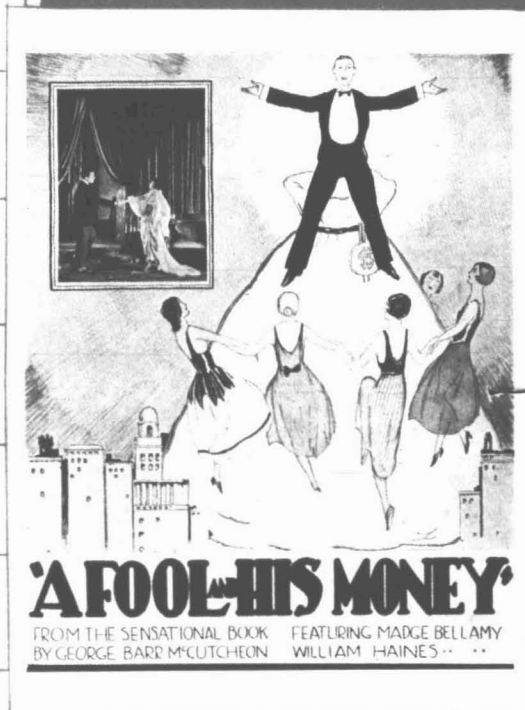
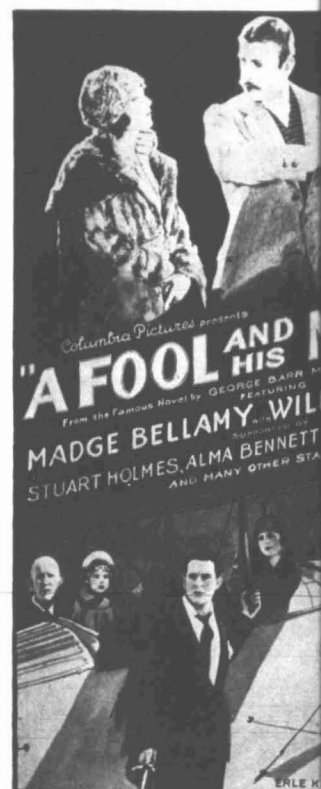
Exploitation is the way of merchandising his house. Whether in newspaper advertising plays, store tie-ups, street mailing cards, house-tribution, it is all exploitation matter how good a picture or how much prestige it arrives at your theatre got to let folks know it is just as necessary to it is for the drygoods advertise Spring dress timely wearer his new



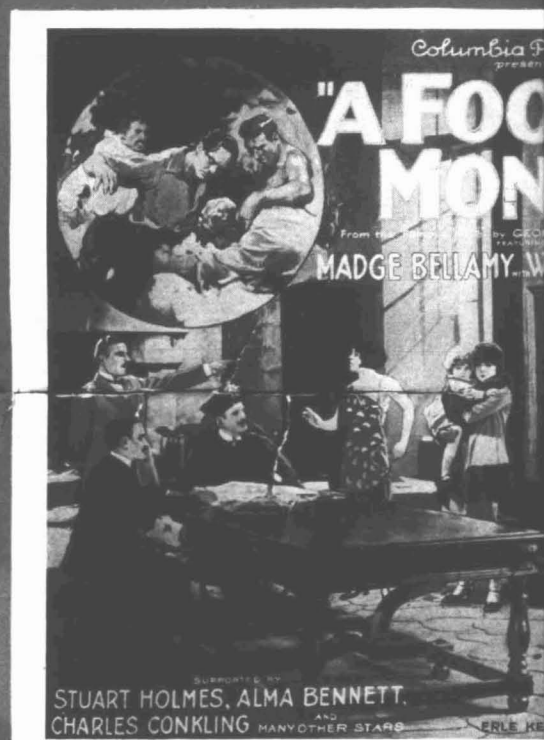
POSTERS



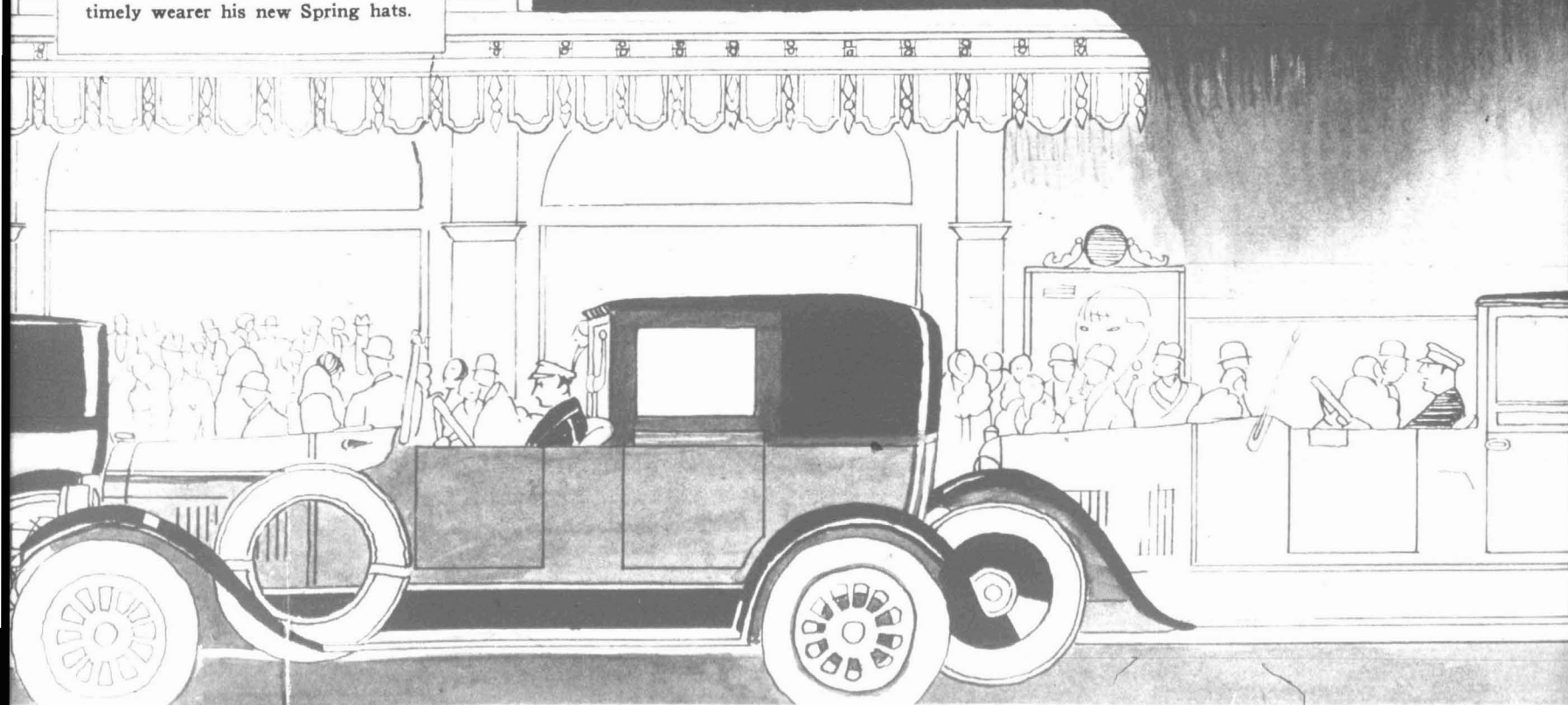
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SHEET
A B

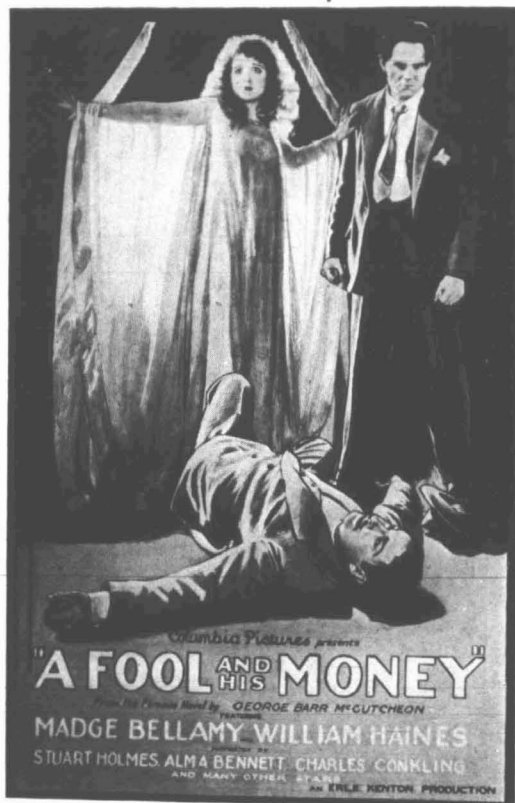


WINDOW CARD

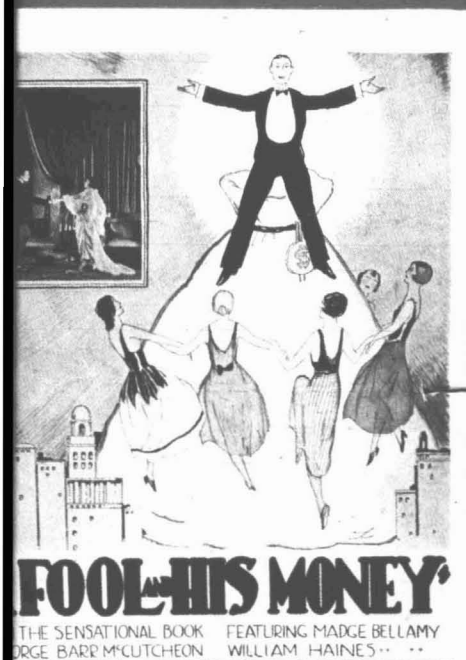
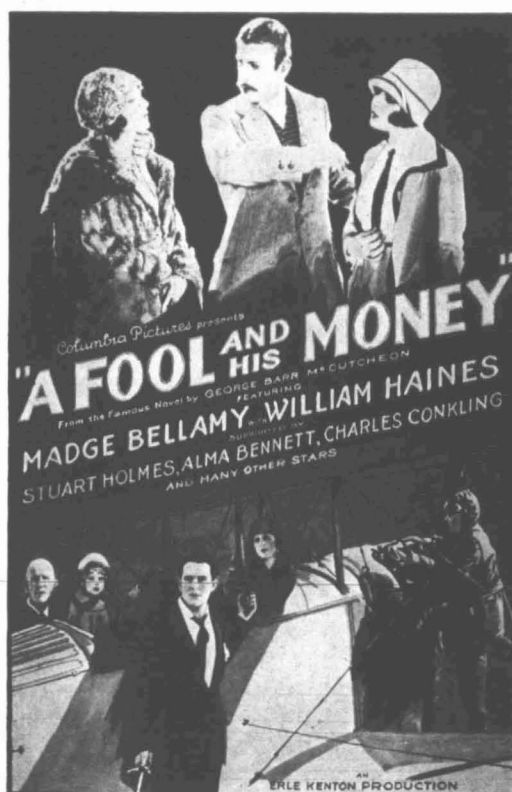


Exploitation is the showman's way of merchandising every seat in his house. Whether it be done by newspaper advertising, lobby displays, store tie-ups, street ballyhoos, mailing cards, house-to-house distribution, it is all exploitation. No matter how good a picture may be, or how much prestige it has when it arrives at your theatre, you've got to let folks know it's coming. It is just as necessary to exploit it as it is for the drygoods merchant to advertise Spring dresses, or to the timely wearer his new Spring hats.

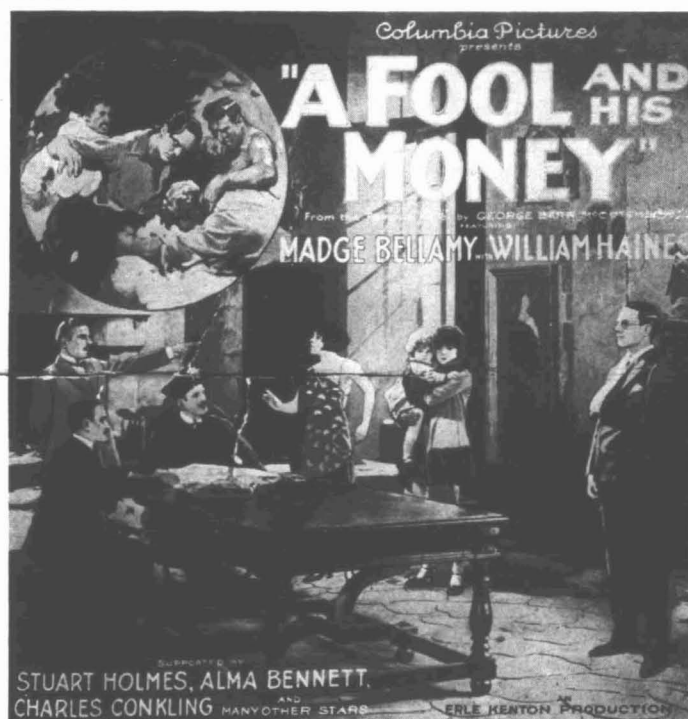




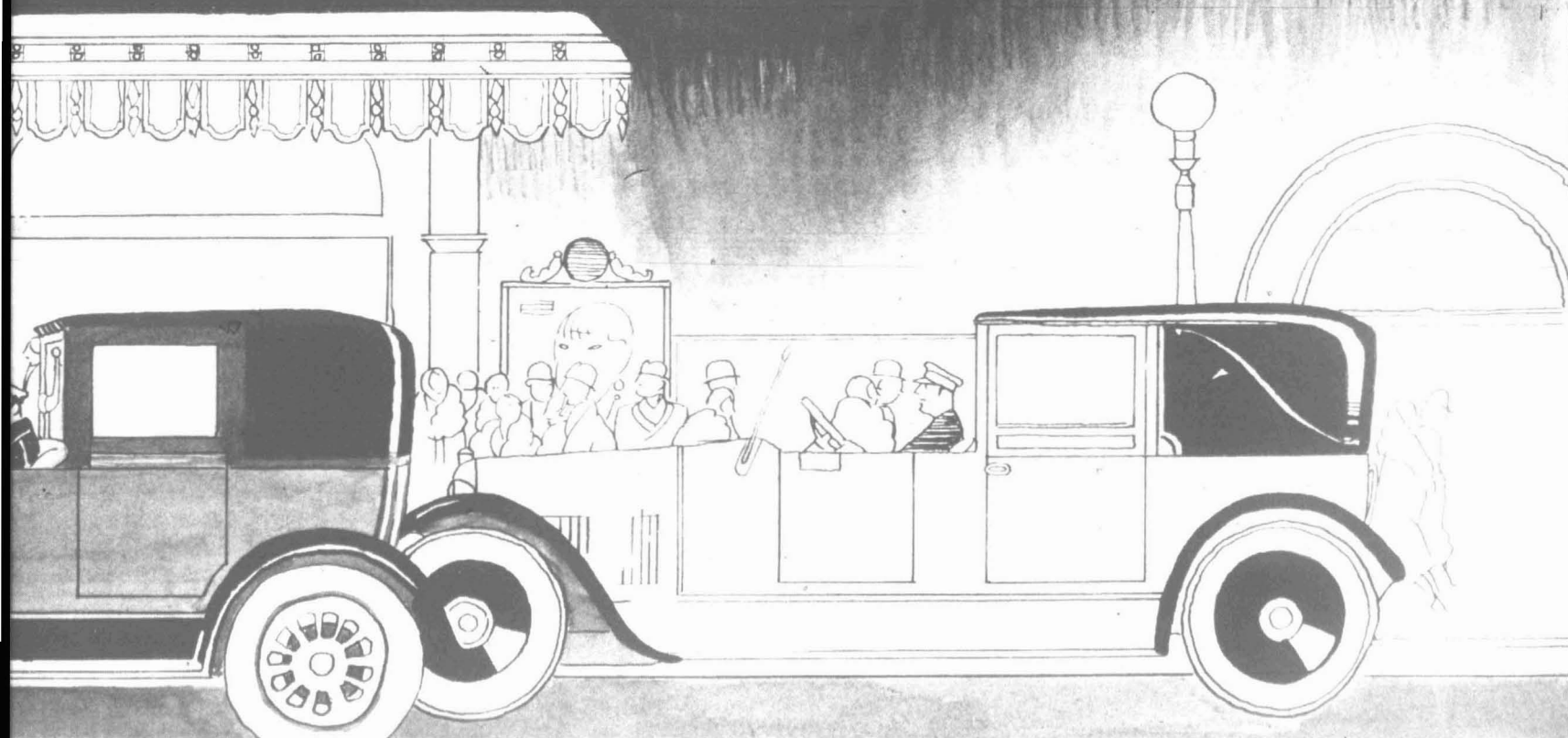
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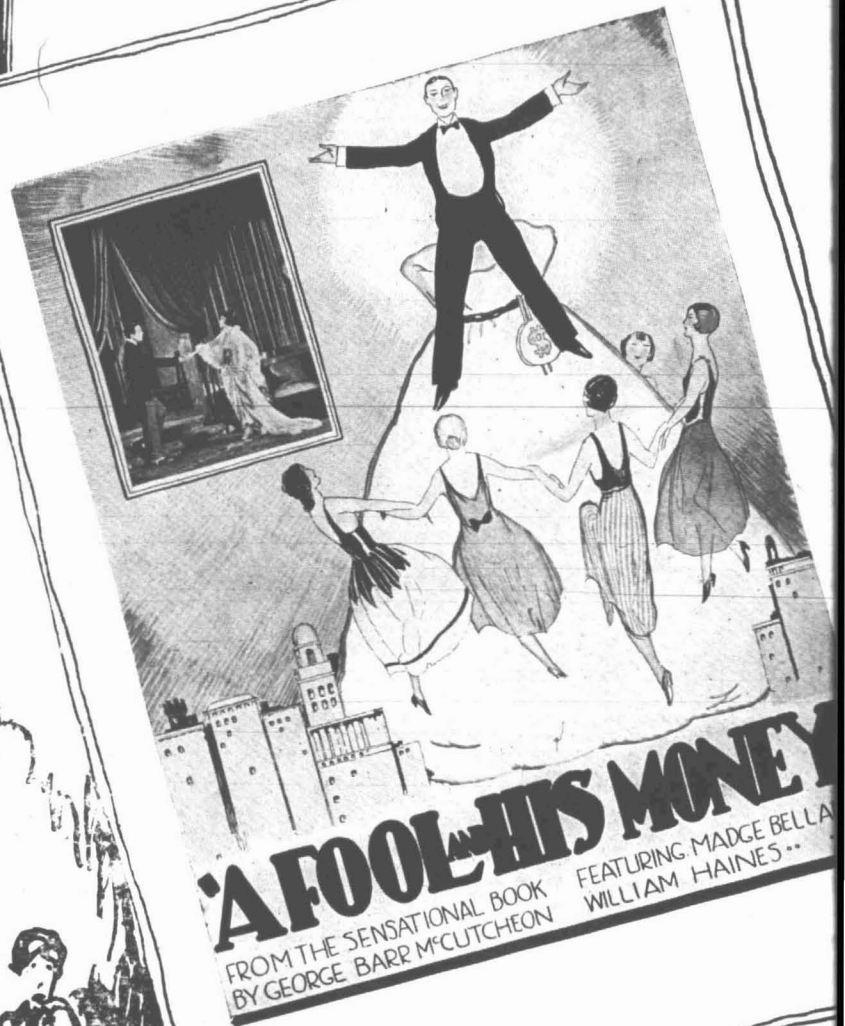
WINDOW CARD



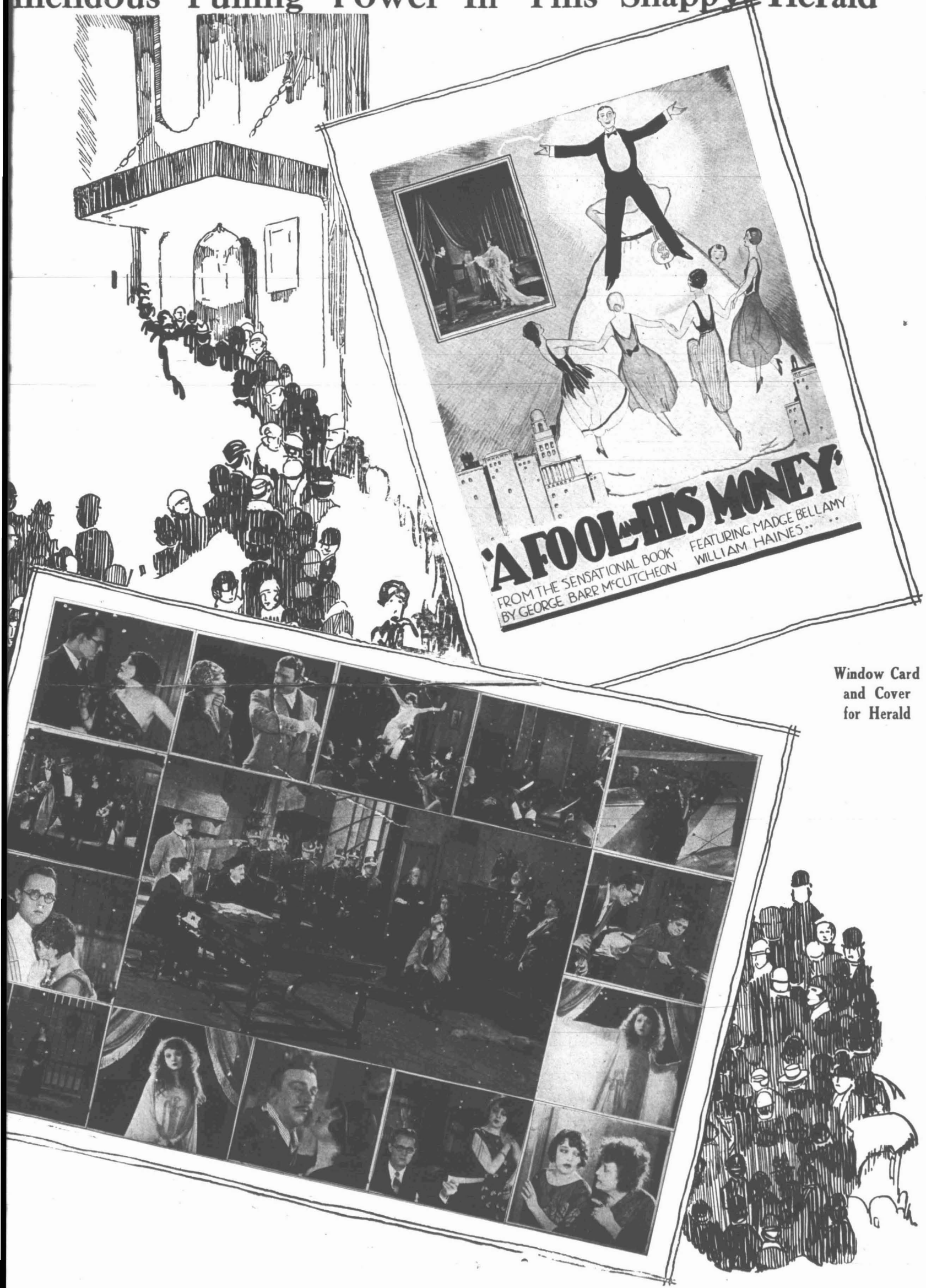
6
SHEET



Tremendous Pulling Power In This Snappy He



mendous Pulling Power In This Snappy Herald



Window Card
and Cover
for Herald

ld DISPLAY ADVERTISING

Four ad cuts that can be used in the newspaper or in your heralds. If you wish you can make a herald with any of them. They fit in many mediums.



A Fool and His Money

2 Col. Ad Cut No. 20

"Three hundred thousand dollars and I didn't even know that my uncle had been sick." A fortune dropped in the lap of a romantic young man and the first thing he did was to buy a castle he had never seen. See—

A FOOL AND HIS MONEY

—By—

GEORGE BARR McCUTCHEON

Featuring

MADGE BELLAMY and WILLIAM HAINES

Supported by

STUART HOLMES

ALMA BENNETT

An Erle Kenton Production.

A FOOL AND HIS MONEY

An
Erle Kenton
Production



2 Col. Ad Cut No. 21



Two-Column Ad Cut No. 22

The richly romantic story of a writer who had always wanted a castle and got it when he least expected it. See—

William Haines, Madge Bellamy, Stuart Holmes

Alma Bennett and others

George Barr McCutcheon's

A Fool and His

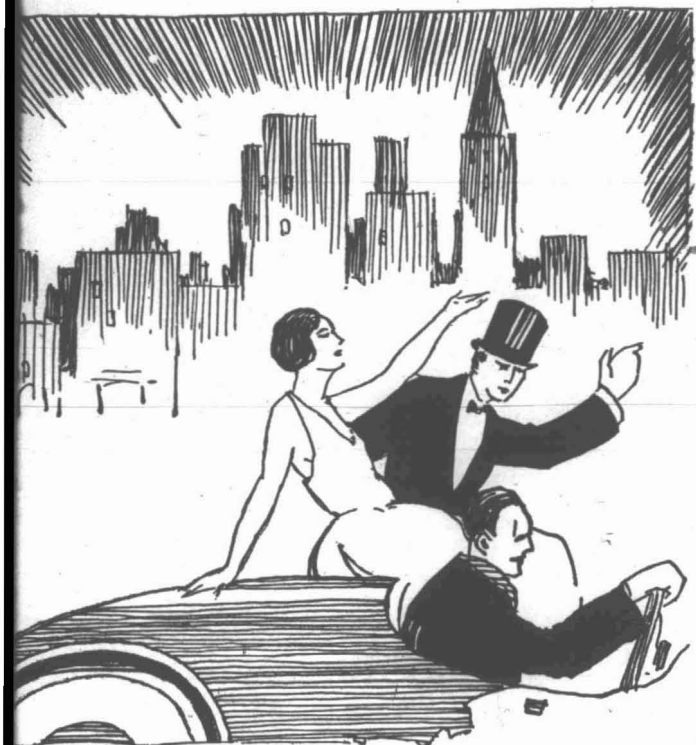
An Erle Kenton Production



Two-Column Ad Cut No. 23

DISPLAY ADVERTISING

Four ad cuts that can be used in the newspaper or in your heralds. If you wish you can make a big spread with any of them. They fit in many mediums.



Fool and His Money

2 Col. Ad Cut No. 20

"Three hundred thousand dollars and I didn't even know that my uncle had been sick." A fortune dropped into the lap of a romantic young man and the first thing he did was to buy a castle he had never seen. See—

A FOOL AND HIS MONEY

—By—

GEORGE BARR McCUTCHEON

Featuring

MADGE BELLAMY and WILLIAM HAINES

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ALMA BENNETT

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A FOOL AND HIS MONEY

An Erle Kenton Production



2 Col. Ad Cut No. 21



Two-Column Ad Cut No. 22

The richly romantic story of a young writer who had always wanted a real castle and got it when he least expected to. See—

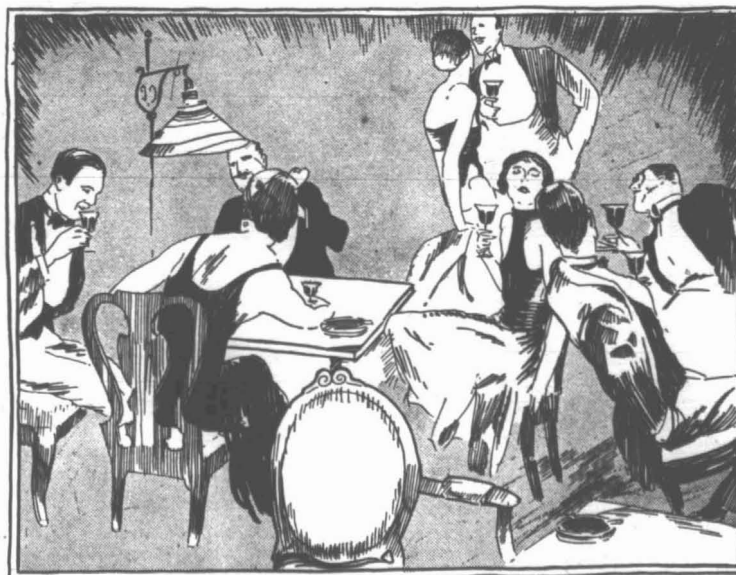
William Haines, Madge Bellamy, Stuart Holmes,

Alma Bennett and others in

George Barr McCutcheon's Story

A Fool and His Money

An Erle Kenton Production



Two-Column Ad Cut No. 23

DISPLAY ADVERTISING

A FOOL *and his* MONEY

A romantic love story of what a young man did with an unexpected fortune.

A FOOL AND HIS MONEY

By
GEORGE BARR McCUTCHEON

Featuring
WILLIAM HAINES MADGE BELLAMY
and a strong supporting cast including
STUART HOLMES ALMA BENNETT

An Erle Kenton Production.

2 Col. Ad Cut No. 24

A Castle in the air becomes real and a ghost comes to life in

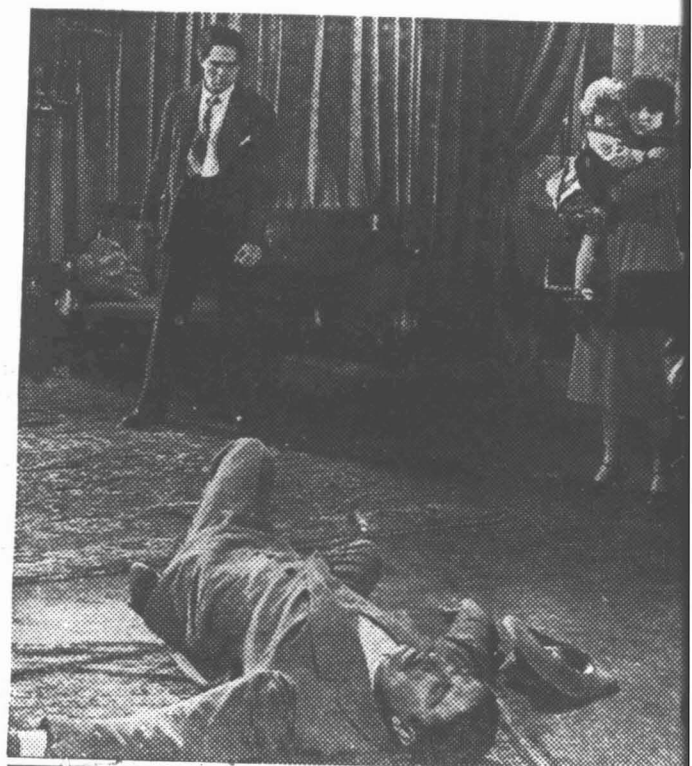
A FOOL AND HIS MONEY

from the popular novel by
GEORGE BARR McCUTCHEON

An Erle Kenton Production



2 Col. Scene Cut No. 25



SCENE FROM "A FOOL AND HIS MONEY"
2 Col. Scene Cut No. 26



SCENE FROM "A FOOL AND HIS MONEY"
2 Col. Scene Cut No. 27



SCENE FROM "A FOOL AND HIS MONEY"
2 Col. Scene Cut No. 28

DISPLAY ADVERTISING

A FOOL

and his

MONEY

romantic love story of what a young man did with an unexpected fortune.

A FOOL AND HIS MONEY

By
GEORGE BARR McCUTCHEON

Featuring

M HAINES MADGE BELLAMY
and a strong supporting cast including
T HOLMES ALMA BENNETT

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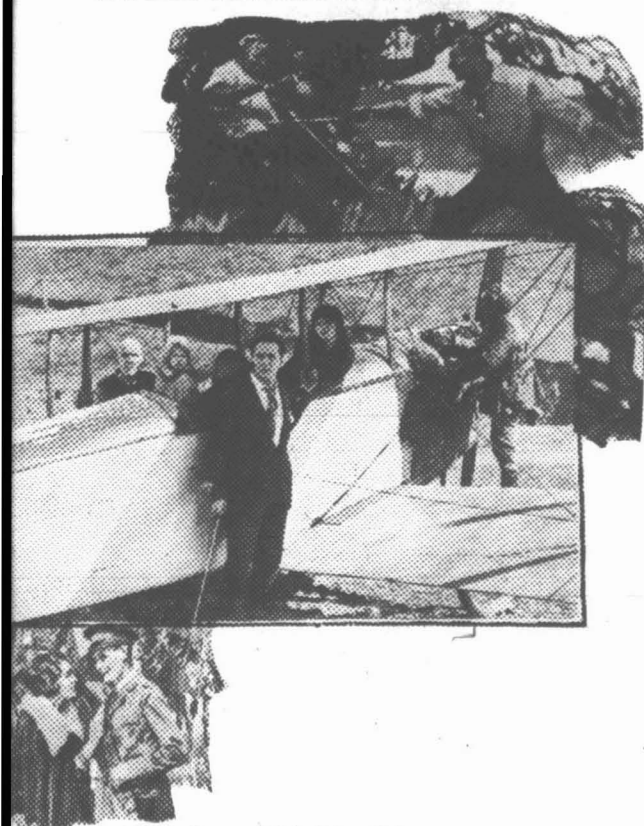
2 Col. Ad Cut No. 24

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A FOOL AND HIS MONEY

from the popular novel by
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An Erle Kenton Production



2 Col. Scene Cut No. 25



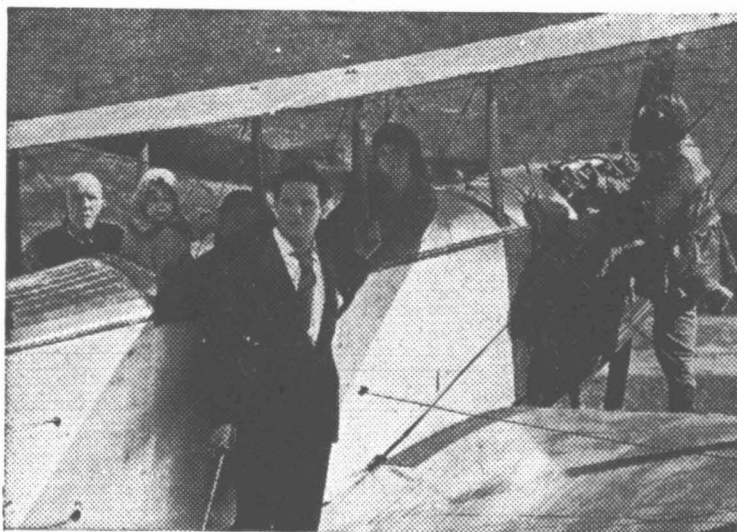
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2 Col. Scene Cut No. 26



SCENE FROM "A FOOL AND HIS MONEY"

2 Col. Scene Cut No. 27



SCENE FROM "A FOOL AND HIS MONEY"

2 Col. Scene Cut No. 28

Advance Publicity Stories for Newspaper

Special newspaper copy prepared by newspaper men who know what editors want.



SCENE FROM "A FOOL AND HIS MONEY"

1 Col. Scene Cut No. 29

YOUNG ACTOR IN SENSATIONAL RISE TO STARDOM

From Runner to Leader.

It sounds like a Horatio Alger story doesn't it. Yet we lack the villainous squire with the mortgage and the squire's beautiful but virtuous daughter.

all. The next a contract was offered him to go to the coast to play. Did he go? He did. His first contract called for a salary of fifty dollars per week, but after his great success in King Vidor's "Three Wise Fools," he was called up on the carpet and instead of being bawled out or fired, as he thought, he was given a contract with a real salary attached to it. Since then he has played in a number of successful pictures. Among them are "The Gaiety Girl," with Mary Philbin, and in "Mary the Third," and "Circe," with Mae Murray. He is some six feet tall and built in accordance with the latest Kuppenheimer ads. His looks the girls can all tell you about for many days after one of his pictures has been shown. Peggy Joyce Hopkins has been quoted as saying that she positively envied anyone playing love parts with him, saying further, that she considered him to be a perfect lover. It has been rumored too, that Barbara La Marr and Gloria Swanson have cast more than one favorable glance on him and according to all accounts these two should surely know what's what.

NOTED DIRECTOR DOES FILM AT THEATRE

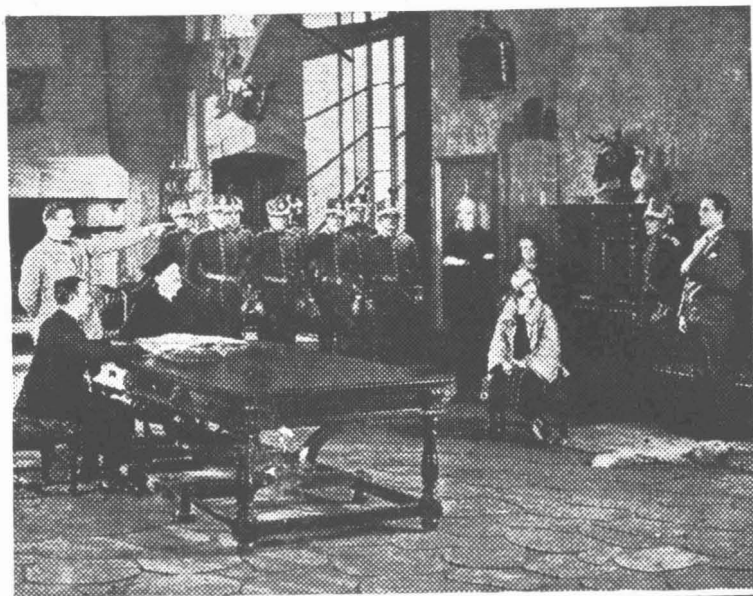
When the audience leaves the Theatre after seeing "A Fool and His Money" which was taken from the novel by George Barr McCutcheon they will have Erle C. Kenton to thank for much of the entertainment which they had from the picture. A story is written, actors are engaged, and all that remains to be done is to shoot the picture. BUT—here is the important part. If the director does not know his business the picture will be a flop no matter how good the continuity writer may be or how cleverly the title writer hangs the scenes together. All the little bits of acting which go to establish the characters, their movements about the scene are the sole province of the director. It is he who has to knit the whole together. If he does not interpret the story the story ceases to exist as only too many producers and actors have learned to their sorrow. The very reputa-

cast. "We have been most happy family than a group and it is due to Mr. Kenton as always been most correct in every respect." Praise voted as all who have worked with Erle Kenton will confirm.

Madge Bellamy, said to be the most beautiful girl in picture, the featured feminine role in "A Fool and His Money," the picture coming to the Theatre next for days.

Other featured players William Haines, Stuart Holmes, Bennett, Edwards Davis, Conklin and Carrie Clark. The production is by Erle Kenton and is an adaptation of the famous novel of the same name by George Barr McCutcheon.

Scenes in "A Fool and His Money," the Erle Kenton Production, which come to the Theatre next, range from an American house to a castle in Europe. The foreign atmosphere is authentic as has been vouched for by many people who watch the technical of pictures. The exterior is most imposing and interiors accurately portrayed.



SCENE FROM "A FOOL AND HIS MONEY"

2 Col. Scene Cut No. 30

Some one waved a wand and a young broker's clerk became a featured star over night. Such was the rise of William Haines to movie fame. It seems that he had wanted to get into the movies and after leaving his pictures at a theatrical agency he went back to work till one day he was called to go and see Samuel Goldwyn. Mr. Goldwyn made him walk back and forth and stand around in various positions and then said that that would be

Mr. Haines' last vehicle was the leading part in "The Midnight Express," another picture in which according to the New York critics he carried off the honors for acting. He played opposite Elaine Hammerstein. His present picture is the romantic young writer in George Barr McCutcheon's best seller, "A Fool and His Money," with him in this production are featured Madge Bellamy, Stuart Holmes, Alma Bennett and many other well known stars.



SCENE FROM "A FOOL AND HIS MONEY"

2 Col. Scene Cut No. 31

tions of the actors are in his hands. He has to realize the best points of the various actors put into his hands and bring out the best in them as suited to the picture. In this his latest production Mr. Kenton has brought the ship into port with a firm hand at the helm. At the completion of the picture Miss Madge Bellamy, who plays the lead with William Haines, took special occasion to express her thanks to Mr. Kenton for the way he handled the

ceilings and big fireplace to European architecture of middle ages. The castle is an exact replica of the old Stronghold on the Rhine, having been reproduced from original and photographs brought original for that purpose.

The picture is taken from the novel of the same name by George Barr McCutcheon, and Madge Bellamy and William Haines as the leads and supported by Stuart Holmes and Alma Bennett and a host of other stars.

Advance Publicity Stories for Newspaper

Special newspaper copy prepared by newspaper men who know what editors want.



AND HIS MONEY

Scene Cut No. 29
DIRECTOR IN
PERSONAL RISE
TO STARDOM

er to Leader.

a Horatio Alger
Yet we lack the
with the mortgage
beautiful but vir-

all. The next a contract was offered him to go to the coast to play. Did he go? He did. His first contract called for a salary of fifty dollars per week, but after his great success in King Vidor's "Three Wise Fools," he was called up on the carpet and instead of being bawled out or fired, as he thought, he was given a contract with a real salary attached to it. Since then he has played in a number of successful pictures. Among them are "The Gaiety Girl," with Mary Philbin, and in "Mary the Third," and "Circe," with Mae Murray. He is some six feet tall and built in accordance with the latest Kuppenheimer ads. His looks the girls can all tell you about for many days after one of his pictures has been shown. Peggy Joyce Hopkins has been quoted as saying that she positively envied anyone playing love parts with him, saying further, that she considered him to be a perfect lover. It has been rumored too, that Barbara La Marr and Gloria Swanson have cast more than one favorable glance on him and according to all accounts these two should surely know what's what.

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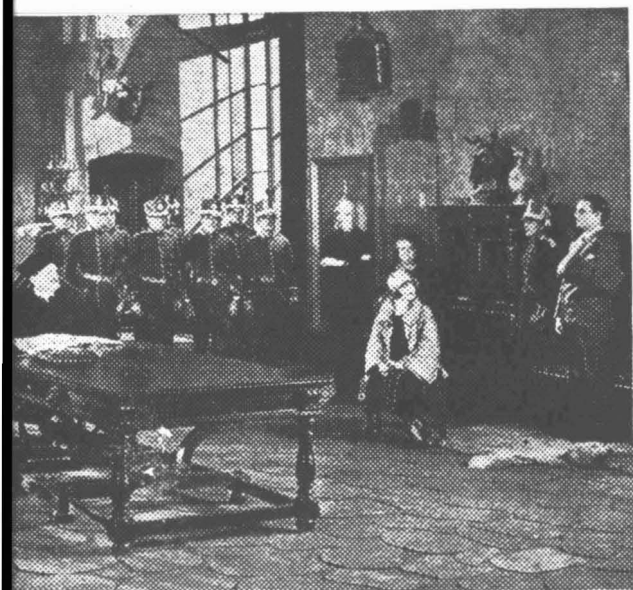
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Madge Bellamy, said by many cameramen and directors to be the most beautiful girl in pictures, has the featured feminine role in "A Fool and His Money," the Columbia Picture coming to the Theatre next for days.

Other featured players are William Haines, Stuart Holmes, Alma Bennett, Edwards Davis, Charles Conklin and Carrie Clark Ward. The production is by Erle C. Kenton and is an adaptation of the famous novel of the same title by George Barr McCutcheon.

Scenes in "A Fool and His Money," the Erle Kenton-Columbia Production, which comes to the Theatre next range from an American boarding house to a castle in old world Europe. The foreign atmosphere is authentic as has been verified by many people who watch closely the technical of pictures. The castle exterior is most imposing while the interiors accurately portray the high



FROM "A FOOL AND HIS MONEY"

2 Col. Scene Cut No. 30

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The picture is taken from the novel of the same name by George Barr McCutcheon, and features Madge Bellamy and William Haines as the leads and supported by Stuart Holmes and Alma Bennett with a host of other stars.

Advance Publicity Stories for Newspapers

ITEMS THAT YOUR NEWSPAPER WILL BE GLAD TO PRINT FOR YOU.



SCENE FROM 'A FOOL AND HIS MONEY'

1 Col. Scene Cut No. 32

YOUNG STAR WINS NEW LAURELS

Wm. Haines At..... Theatre

William Haines creates another successful role in the person of the romantic young writer of George Barr McCutcheon's novel, "A Fool and His Money," which opened at the Theatre yesterday.

The picture which is taken from McCutcheon's popular novel of the same name bids to become as great a success as the book when it was first published.

Haines is supported by Madge Bellamy, Stuart Holmes, Alma Bennett and others in this very excellent picture. The sets are all that could be asked for in their authentic old world atmosphere. There is a most realistic castle exterior and the interior sets are equally as good. The story has been brought up-to-date in several instances and if anything, they add to the already great interest.

Incident follows incident and one hardly knows that the time has passed when the picture is over. The tale itself is of a young writer and what he did with three hundred thousand dollars which came to him unexpectedly. He bought a real castle and went there to write a romantic tale such as he had dreamed of for years. When he got there he found that the castle had a ghost just as every good castle ought to have. Only in this instance the ghost turns out to be real and the reviewer will not give the story away because he believes that it should be seen by everyone as it will furnish entertainment as is seldom found in the general run of films.

FAMOUS EDITOR ADAPTS STORY FOR FILM

Douglas Doty is well known among magazine editors and in places where writing men are wont to gather. He was for a long time of the reliable, old Century Magazine in its palmy days. From there Mr. Doty went to take the helm of

Mr. Hearst's Cosmopolitan Magazine. After a period of years during which he saw many writers come and go he went to Hollywood and took charge of Universal's scenario department.

From there he received an offer from the Columbia Pictures Corporation. His latest work has been the adaptation for the films of George Barr McCutcheon's popular best seller, "A Fool and His Money," which is now playing at the Theatre, and which features William Haines, Madge Bellamy, Stuart Holmes and Alma Bennett with a number of other stars.

Out of the story as originally presented Mr. Doty has kept all the delightful romance and added many other little bits of business which are necessary in the translation from the written word to the pantomime of the screen.

WELL KNOWN WRITER DOES TITLES FOR NEW PICTURE

Very few people realize that the proper word in the proper place can make or unmake a good motion picture. There is much due to the title writer for he has to place conversation that does just more than put words in the mouth of the speaker. Only too often there are things which have to be told in titles in order to establish the various characters when a story opens. This is a matter calling for great skill for the finest action can be ruined by dull, dreary titles which are far too long and involved to make any sense in the short glance in which the audience has to read them.

Such a man is Walter Anthony. His latest work is in the Columbia Picture, "A Fool and His Money," now playing at the Theatre, which features Madge Bellamy and William Haines. He it was who had to hook up the book as written by George Barr McCutcheon with the film as presented. Mr. Anthony is a man of wide experience, having written the titles for many other large productions. Among them were "The Sea Hawk," "The Mark of Zorro," "The Fire Patrol" and many others.



SCENE FROM 'A FOOL AND HIS MONEY'

1 Col. Scene Cut No. 33

ONCE PREACHER, NOW ON SCREEN

Edwards Davis Tried Fling in
Wall Street, Too.

Chose Stage Career Despite Success in Pulpit.

Has Role In Columbia Picture.

"From Pulpit to Pictures" should be a good title for the recital of Edwards Davis's career, for that screen personality has been both preacher and stage actor and has acquitted himself well in both instances. Interpolated so to speak, was a period in the realms of high finance which, while it lasted, was one of the most vivid of his career.

Mr. Davis, who is in support of Madge Bellamy in the film version of George Barr McCutcheon's story "A Fool and His Money," was born about a half century ago in Santa Clara. He was educated in the San Francisco and Oakland Schools and completed his education in Washington, receiving the M.A. from Kentucky University.

The "Boy Preacher."

When still young enough to be termed the "Boy Preacher" he was called from the pastorate of the First Christian Church of Mattoon, Ill., to the Central Church of Oakland, the town of his still earlier days. He remained four years and his sermons caused wide comment, winning for Mr. Davis the sobriquet, "The Talmadge of the West."

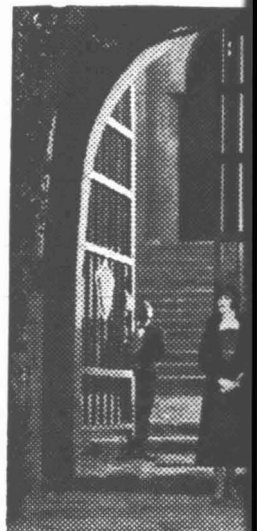
With a call in his pocket to the pulpit of London Temple, Melbourne, the young divine decided to turn actor and in January, 1900, made his stage debut as the Vice-roy of India in "The Cherry Pickers" at the Third Avenue Theatre, New York. Following a season there, he was engaged by Charles Coghlan for the juvenile lead in "Citizen Pierre" and next season was Coghlan's leading support in "The Royal Box."

During that time Mr. Davis wrote his first play, "The Seventh Commandment," thereby adding still another string to his bow. Robert Downing, then a tragedian, produced the play "Destiny."



SCENE FROM 'A FOOL AND HIS MONEY'

1 Col. Scene Cut No. '34



SCENE FROM 'A FOOL AND HIS MONEY'

1 Col. Scene Cut

As a star in his Mr. Davis appeared in his own play, "A World," which was "The Chameleon" and "Out." Meanwhile he by the Belasco manager Alcazar Theatre, San Francisco a Coast tour in "The D

Next followed a vaudeville career in an Orpheum road management of Mr. Davis played more performances of tragedy "The Unmasking," which followed by "All Rivers Meet" and a dramatization of "The Picture of Dorian Grey," secured from J. B. Lippincott the book. His great probably was "The I

A FOOL AND HIS MONEY COMES TO THE SCREEN

Many a film has been poor photography or direction thus ruined the effect of a good story. Erle Kenton this picture and he got the story of George Barr McCutcheon. The seemingly unimportant part in the picture and these are very timely up to the director.

William Haines as a writer is perfect in every character thing he has not been done prominently offset the character itself. Bellamy as the young woman is most appealingly pretty comes the shyness of a girl afraid to declare herself. Holmes is as villainous as ever. The picture that he wears on his face lends more than an air to his playing. Charles Coghlan, faithful servitor of the delicate comedy touches, but delight the most popular audiences. The rest of the cast which include Alma Bennett, Poff, Eugenie Bessie, Clark Ward, Edwards, Baby Billie Jean Phyllis to the very high standard of the principals.

Advance Publicity Stories for Newspaper

ITEMS THAT YOUR NEWSPAPER WILL BE GLAD TO PRINT FOR YOU.



SCENE FROM 'A FOOL AND HIS MONEY'

1 Col. Scene Cut No. 32

G STAR WINS NEW LAURELS

Lines At.....Theatre

William Haines creates another role in the person of the young writer of George Barr McCutcheon's novel, "A Fool and His Money," which opened at the Theatre yesterday. The picture which is taken from McCutcheon's popular novel of the same name bids to become as great as the book when it was published.

It is supported by Madge Bellamy, Stuart Holmes, Alma Bennett and others in this very excellent production. The sets are all that could be desired for their authentic old atmosphere. There is a most beautiful castle exterior and the interiors are equally as good. The picture has been brought up-to-date in many instances and if anything, it is a step ahead of the already great inter-

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The "Boy Preacher."

When still young enough to be termed the "Boy Preacher" he was called from the pastorate of the First Christian Church of Mattoon, Ill., to the Central Church of Oakland, the town of his still earlier days. He remained four years and his sermons caused wide comment, winning for Mr. Davis the sobriquet, "The Talmadge of the West."

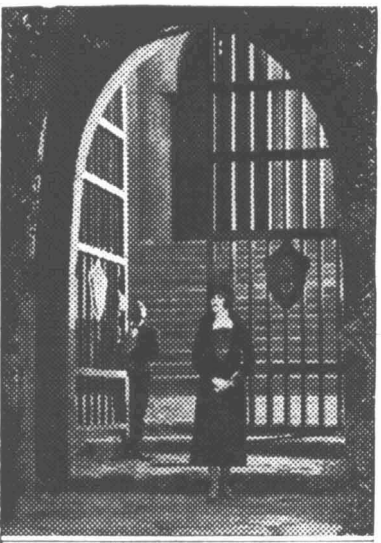
With a call in his pocket to the pulpit of London Temple, Melbourne, the young divine decided to turn actor and in January, 1900, made his stage debut as the Viceroy of India in "The Cherry Pickers" at the Third Avenue Theatre, New York. Following a season there, he was engaged by Charles Coghlan for the juvenile lead in "Citizen Pierre" and next season was Coghlan's leading support in "The Royal Box."

During that time Mr. Davis wrote his first play, "The Seventh Commandment," thereby adding still another string to his bow. Robert Downing, then a tragedian, produced the play "Destiny."



SCENE FROM 'A FOOL AND HIS MONEY'

1 Col. Scene Cut No. 34



SCENE FROM 'A FOOL AND HIS MONEY'

1 Col. Scene Cut No. 35

As a star in his own right, Mr. Davis appeared next year in his own play, "A Man of the World," which was succeeded by "The Chameleon" and "Found Out." Meanwhile he was featured by the Belasco management of the Alcazar Theatre, San Francisco, for a Coast tour in "The Dairy Farm."

Next followed a vaudeville career in an Orpheum road show under management of Martin Beck. Mr. Davis played more than 1,000 performances of tragedy called "The Unmasking," which was followed by "All Rivers Meet at Sea" and a dramatization of "The Picture of Dorian Grey," rights being secured from J. B. Lippincott for the book. His greatest success probably was "The Kingdom of

A FOOL AND HIS MONEY COMING TO.....THEATRE

Many a film has been spoiled by poor photography or directing and thus ruined the effect of a very excellent story. Erle Kenton directed this picture and he got the most out of George Barr McCutcheon's story. The seemingly unimportant little bits of business play a very important part in the success of the picture and these are very often entirely up to the director.

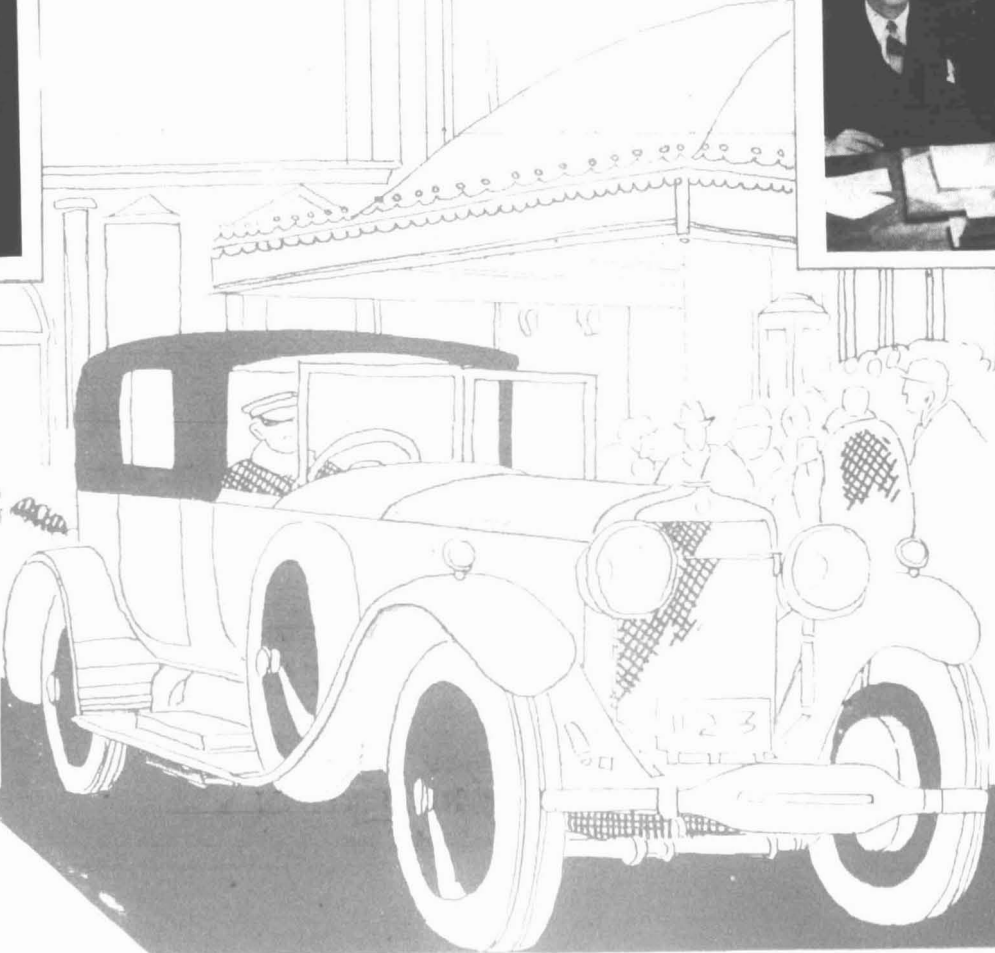
William Haines as the young writer is perfect in every way. The character things he has to do may not be done prominently so as to offset the character itself. Madge Bellamy as the young countess is most appealingly pretty and overcomes the shyness of a young man afraid to declare himself. Stuart Holmes is as villainous and as boorish as ever. The Prussian twist that he wears on his moustache lends more than an air of verity to his playing. Charles Conklin as the faithful servitor of the hero puts delicate comedy touches that cannot but delight the most particular of audiences. The rest of the cast, which include Alma Bennett, Lon Poff, Eugenie Besserer, Carrie Clark Ward, Edwards Davis, and Baby Billie Jean Phyllis are equal to the very high standard set by the principals.

OIL PAINTINGS AND SLIDES"



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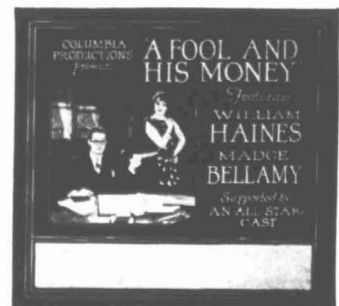
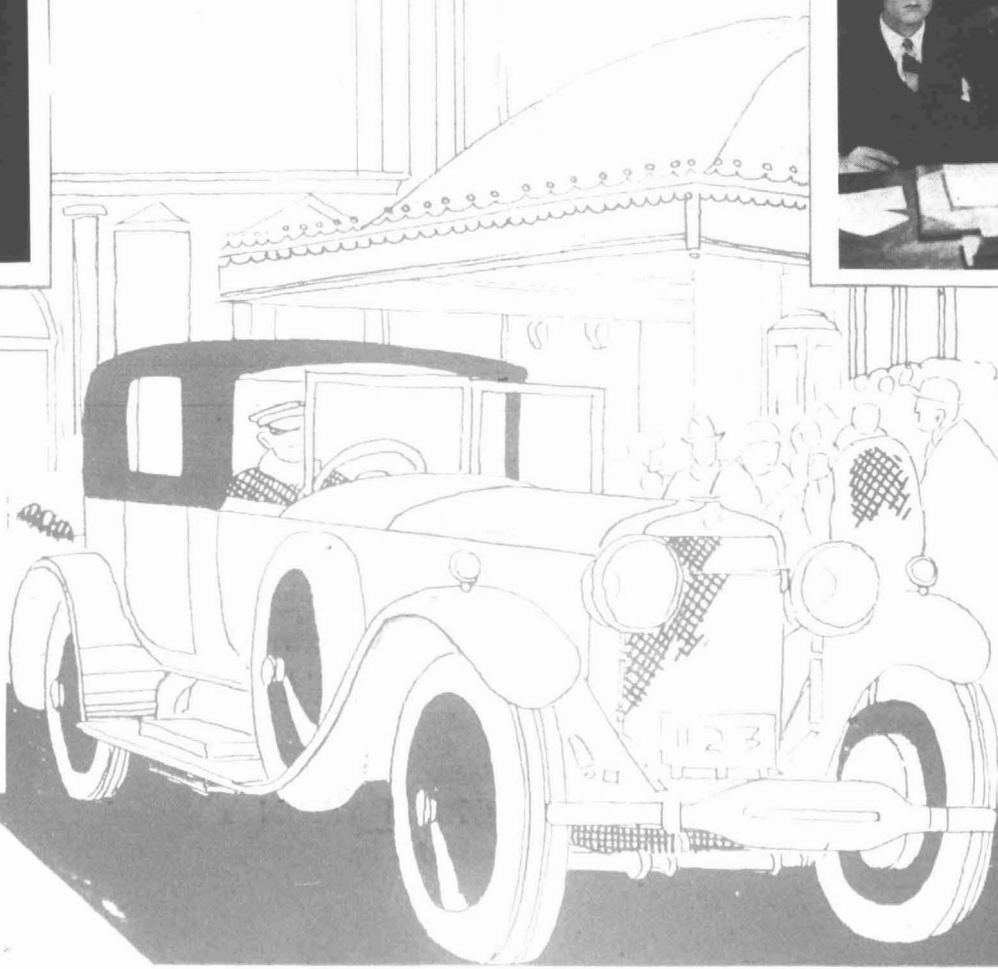


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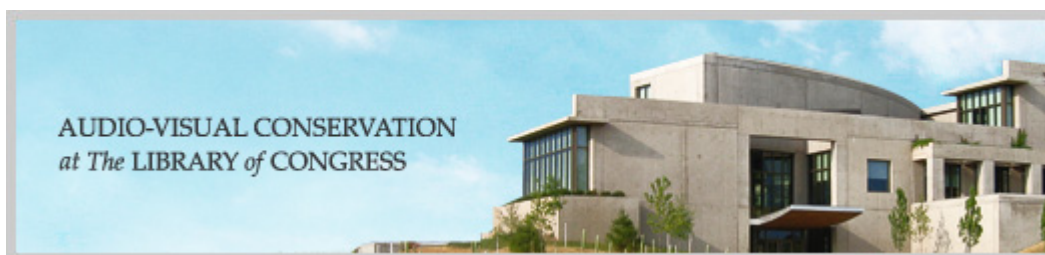
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